

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIV.

NEW YORK, JANUARY 10, 1906.

No. 2.

Advertisers know that the men on the farm made money—big money—last year. They had a prosperous year and can, therefore, spend. But who will handle the purse strings? The Women, of course. They buy everything used in the farm home, and have a say-so on every other purchase that is made.

THE PURCHASING POWER OF 600,000 FARM WOMEN

IS REPRESENTED BY

The Woman's Farm Journal

This is a publication that has justly held the confidence of the farm women for 15 years. The one that they eagerly look forward to each month for the reason that it is brimfull of topics that interest them, and—most important of all—contains only reliable advertisements. Now is the time for you to place your proposition before them. Two-thirds at least of the available advertising space this year will be taken up by old advertisers. They all Key their ads and come back early because they know that **THE WOMAN'S FARM JOURNAL** as a result-producer is second to no publication in its field. The rate is the lowest anywhere. Only \$2.00 per agate line for over 600,000 copies—**PROVEN**, or no pay. The average per issue for 1905 was 645,072 copies.

**FORMS FOR EACH ISSUE CLOSE
20th to 25th OF PRECEDING MONTH.**

Copy should be sent in early to insure insertion as well as good position treatment.

For sample copy and further information, address A. P. COAKLEY, Advertising Manager,

The WOMAN'S FARM JOURNAL

(Largest Farm Circulation in the World)

ST. LOUIS, MO.

**Chicago Office: 1700 First National Bank Bldg.
New York Office: 1703 Flat Iron Building.**

SPECIAL ISSUE OF Printers' Ink

For the main purpose of securing new subscribers to the Little Schoolmaster, the following special edition will be issued on JANUARY 24, 1906,

Press Day, January 17, 1906,

TO THE

REAL ESTATE DEALERS

IN THE UNITED STATES.

THERE are many real estate firms on the subscription books of PRINTERS' INK, and none renew their expirations with more promptness than they. None show a keener interest in the paper, as manifested by their frequent suggestions and letters of commendation. Real Estate men have been converted to advertising all over the country, and the leaders among them recognize sane publicity as the greatest means to profitably connect buyer and seller. And why should it not be so? The good newspaper in the East, West, North and South will quickly reach home-seekers or investors in every part of the country, and in many cities there are newspapers that have special display or want ad pages wholly devoted to real estate advertisements.

The real estate business is one of the most gigantic factors in the country, and its importance and growth is keeping pace with the expansion and prosperity of cities and States.

The above special issue will go to responsible real estate men in every State and Territory of the United States not now subscribers to PRINTERS' INK, making a total edition of PRINTERS' INK for that date of not less than **49,000 Copies** at the regular rates quoted below.

ADVERTISEMENTS are solicited for this issue from first-class daily and other publications all over the country. This edition is the most effective and low-priced investment for good papers that the Little Schoolmaster has perhaps ever offered. Daily papers that have already an established real estate patronage, and those which want to secure it, cannot afford to overlook the advantages of this special edition.

ADWRITERS, makers of novelties and office supplies, printers, engravers, half-tone makers, and all others who have a proposition which interests real estate men, can use this edition to bring their announcement before an audience at once responsive and responsible. It is a real business opportunity.

Press Day, January 17, 1906.

ADVERTISING RATES—20 cents a line; \$3 one inch; \$10 quarter page; \$20 half page; \$40 whole page. For advertisements in specified position, if granted, double the above quoted price is charged.

 Five per cent discount may be deducted if check is sent with order and copy.

To secure space in this issue, address at once, with order and copy.

CHARLES J. ZINGG BUSINESS MANAGER,
10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIV.

NEW YORK, JANUARY 10, 1906.

No. 2.

"THE TIMES NEWSPAPER."

When I see them reading its columns, they seem to me becoming every moment more British.—*Emerson.*

Since the London *Times* announced a more liberal policy toward advertisements, and the daily press of London began to exhibit ultra-popular tendencies, there have been a good many comments in the United States on the decay of old-fashioned journalism. But anything assailing the *Times* has been regarded as especially noteworthy, an endorsement of popular journalism, even sensationalism, and an occasion for contrasts between British and American methods. The *Times* has been so long a ready synonym for everything conservative in



newspaper publishing that, to most persons, but particularly publishers, it stands for something a good deal more conservative than it really is. The *Times* is staid, dignified, impersonal and omnipotent, the foremost of the world's newspapers and not approached within reasonable distance by any journal of any nation. But an examination of its history shows that it has also been one of the most progressive of newspapers.

Its founder, the first John Walter, for example, born in 1739, was a printer who bought the right to use the first system of type by which slugs bearing whole

words were substituted for single letters, and the first issue of the London *Daily Universal Register*, appearing on January 1, 1785, was printed by this system. Three years later this daily became the *Times*. The first John Walter was a coal merchant, then an underwriter in Lloyds who lost his fortune through the capture by a French fleet of ships in which he had taken a large risk. The *Times* had as humble a beginning as any of the famous newspaper properties this side of the water. When the second John Walter, at nineteen, became its manager in 1803, it had a circulation of only 1,000 copies. The founder died in 1812, but his son was a man of exceptional talent, energy and enterprise. By 1813 he had run the circulation up to 5,000 daily, and in 1814 came an innovation which was the first of a long line of improvements in newspaper publishing inaugurated by this famous journal. After experiments, a method of printing it by steam was devised, the first instance in which power was applied to printing. The second John Walter also organized the first foreign news service for his paper, after refusing to print the foreign dispatches offered by the British government.

As early as 1880 the *Times* had in its office an equipment of electric lights, telephones for receiving news from Parliament, special wires to Paris and Berlin, a pneumatic tube service in its building and a half-dozen type-setting machines, devised and manufactured in its own establishment, each capable of composing five or

six columns per night. One of these machines was used by the New York *Times*, as was one of the Walter printing-presses, invented by the third John Walter, which was capable of printing 22,000 to 24,000 papers per hour. The *Times* had in the late seventies its own electrotyping and stereotyping departments, and was magnificently insular in respect to mechanical facilities. Nothing but the fine paper on which it was printed came from outside its own walls. Its machine-shops built presses and other apparatus, its type-foundry cast all type required, its electrical and experimental laboratories perfected details, and even the bricks with which its building was constructed came from the Walter estate in the country. Employees took their meals in the *Times* dining-rooms. Experiments by the *Times* led to the perfection of stereotyping and its use for printing a newspaper on both sides at one operation. More than \$500,000 was spent in its experiments that led to telephonic transmission of news, and a liberal policy in almost every other detail of news-gathering, special writing and the mechanical details of publishing has made the *Times* the creditor of every newspaper on the globe. Newspaper methods to-day in almost every department are based on innovations brought about by this traditionally "conservative" journal.

As early as 1850 the "Thunderer" had a daily circulation of 50,000 copies, where its nearest London competitors had only 7,000. For a long period after the establishment of the *Times*, no new morning newspaper succeeded in London, except the *Morning Advertiser* (1794) which was maintained by a large company of merchants who had to subscribe as a condition of membership. Seven morning competitors failed between 1825 and 1878.

When the stamp duty on advertisements and newspapers was enforced in England the *Times* paid as high as \$350,000 a year (1830)

to the government as a tax on advertising and the penny duty on each paper, and had these duties been continued till 1880 the government would have received from Walters more than \$2,250,000 a year. In 1880 it was estimated that the gross income of the paper from advertising and subscriptions exceeded \$5,000,000, and in 1850 it stated editorially that its income was equal to that of the most flourishing German principalities.

The second John Walter died in 1847, and was succeeded by the third of that name, who was for twenty-six years a member of Parliament, dying in 1894, aged 76. A fourth John Walter was drowned while skating in 1870, and in 1890 the succession passed to Arthur Fraser Walter, his younger brother, who is now nearly sixty.

No better picture of the *Times* and its policy exists, perhaps, than a chapter on the paper in Emerson's "English Traits." The sage of Concord counted the *Times* as one of the characteristics of the English, describing it with their manners, religion, literature, universities and racial derivation. What was written in 1856 is largely true to-day:

No power in England is more felt, more feared or more obeyed. What you read in the morning in that journal, you shall hear in the evening in all society. It has ears everywhere, and its information is earliest, completest and surest. It has shown those qualities which are dear to Englishmen, unflinching adherence to its objects, prodigal intellectual ability, and a towering assurance, backed by the perfect organization in its printing-house, and its world-wide network of correspondence and reports. In 1820 it adopted the cause of Queen Caroline, and carried it against the king. It adopted a poor-law system, and almost alone lifted it through. When Lord Brougham was in power, it decided against him, and pulled him down. It declared war against Ireland, and conquered it. It adopted the league against the corn laws, and, when Cobden had begun to despair, it announced his triumph. It denounced and discredited the French republic of 1848. It first denounced and then adopted the new French empire, and urged the French alliance and its results. It has entered into each municipal, literary, and social question, almost with a controlling voice. It

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PREPARE THE WAY NOW FOR A BIG WINTER BUS- INESS.

¶ The psychological moment is here.

¶ The man of business affairs observes that present business conditions are good—very good.

¶ No better time than now to start an advertising campaign, while the buying classes are susceptible to the arguments for an advertised article.

¶ Select the right mediums in the right territories and you'll get the maximum of results for a minimum of expenditure.

¶ Here's good territory and good mediums also—Montreal, Washington, Baltimore, Indianapolis and Minneapolis, and the following superior home evening papers respectively:

The Montreal Star.

The Washington Star.

The Baltimore News.

The Indianapolis News.

The Minneapolis Journal.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO.

has done bold and seasonable service in exposing frauds which threatened the commercial community. Meantime, it attacks its rivals by perfecting its printing machinery, and will drive them out of circulation. It will kill all but that paper which is diametrically in opposition, since many papers, first and last, have lived by their attacks on the leading journal.

The staff of the *Times* has always been made up of able men. Old Walter, Sterling, Bacon, Barnes, Alsiger, Horace Twiss, Jones Loyd, John Oxenford, Mr. Mosely, Mr. Bailey, have contributed to its renown in their special departments. But it has never wanted the first pens for occasional assistance. Its private information is inexplicable. It has mercantile and political correspondents in every foreign city, and its expresses outrun the despatches of the government. What would the *Times* say? is a terror in Paris, in Berlin, in Vienna, in Copenhagen, and in Nepal. The *Times* never disapproves of what itself has said, or cripples itself by apology for the absence of its editor, or the indiscretion of him who held the pen. It speaks out bluff and bold, and sticks to what it says. It draws from any number of learned and skillful contributors, but a more learned and skillful person supervises, corrects and coordinates. Of this closet, the secret does not transpire. No writer is suffered to claim the authorship of any paper; everything good, from whatever quarter, comes out editorially; and thus, by making the paper everything, and those who write it nothing, the character and the awe of the journal gain.

The English like it for its complete information. A statement of fact in the *Times* is as reliable as a citation from Hansard. Then, they like its independence; they do not know, when they take it up, what their paper is going to say; but, above all, for the nationality and confidence of its tone. It thinks for them all; it is their understanding and day's ideal daguerreotyped. It has the national courage, not rash and petulant, but considerate and determined. No dignity or wealth is a shield from its assault. It attacks a duke as readily as a policeman, and with the most provoking airs of condescension. It addresses occasionally a hint to majesty itself, and sometimes a hint which is taken. There is an air of freedom even in its advertising columns. On the days when I arrived in London in 1847, I read among the daily announcements, one offering a reward of fifty pounds to any person who would put a nobleman, described by name and title, late a member of Parliament, into any county jail, in England, he having been convicted of obtaining money under false pretenses.

Notwithstanding this desire to suppress the personalities of its writers, the *Times's* history furnishes an illustrious roster of contributors and editors. Disraeli

wrote for it. John Sterling, whose editorials gave him the title of "The Thunderer" which descended to the paper, was made the subject of one of Carlyle's best biographies, and Carlyle himself was offered employment on the *Times*. M. Blowitz, its famous Paris correspondent, invented the interview for the *Times*, and for thirty-six years John Delane, who died in 1879, was a power as its editor. The Walter family, singularly enough, seems never to have taken any personal part in the editorial management of the *Times*, though the founder was thrice thrown into Newgate for his criticism of the king. But they have never spared money to the best writers and editors. *Times* salaries have often been equivalent to revenues, and even in this our lavish sensational journals of to-day but copy the great originator.

As personality is understood in this country, however, the *Times* is entirely impersonal, even in its business relations, the latter being carried on by the two important functionaries who sign communications "The Manager of the *Times*" and "The Advertisement Manager of the *Times*." An interesting experience for one used to the personal relations that are formed in dealing with American newspapers is to visit the New York office of the London *Times* at 225 Fourth avenue. This office gives attention chiefly to the paper's book interests, but also forwards advertisements and subscriptions. It is presided over by Mr. Hooper, one of the men whose names are connected with the *Times's* entry into the encyclopedia enterprise. But a seeker for information about the "Thunderer" will usually find Mr. Hooper engaged. Polite young men will courteously raise barriers around such matters as the *Times's* American circulation, its American advertising patronage, and so forth, and when it seems that a visitor may go away under the impression that any of them are connected with the *Times* in any ca-

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The Philadelphia Bulletin's Circulation

The following figures show the actual daily average circulation of "The Bulletin" for each month of the year 1905.

January . .	196,766	copies
February .	215,136	"
March . .	225,278	"
April . . .	216,587	"
May	222,579	"
June	220,178	"
July	210,277	"
August . .	204,065	"
September .	207,926	"
October . .	203,517	"
November .	206,949	"
December .	203,843	"

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher

In Philadelphia nearly everybody reads The Bulletin

capacity, they will cleverly prove an *alibi*. It appears, though, that a steadily increasing volume of American financial advertising now finds its way into the *Times*, and that it is an excellent medium for corporations on this side that wish to lay their propositions before British investors. Something over a year ago the paper established a financial and commercial supplement like that of the New York *Times* in form, which appears on Monday mornings. The *Times's* literary supplement, on Fridays, is now in its fourth year.

When the paper took up the sale of the Encyclopedia Britannica it entered upon an era in its business management that has since proved to be quite without precedent in its history. For the *Times* has always been conservative in advertising matters, never inviting patronage and even keeping out commercial publicity by hide-bound rules. Even now, in the ninety-six columns that make up its sixteen-page issues, out of forty-odd columns of advertising carried more than half consists of personals and classified announcements of but semi-commercial nature. Its encyclopedia enterprise led eventually to widespread advertising in the British press, with many ingenious devices to attract notice to the book, such as the thousands of telegrams sent out on the final day of the encyclopedia's sale at the initial price. Then, suddenly the *Times* found itself advertising for subscribers, and in the summer of 1904 there appeared in its columns, quite without warning, a series of impartial technical essays on "Commercial Advertising" as part of its new financial supplement. H. E. Hooper was made advertisement manager of the paper, and about a year ago there was issued a new schedule of rates, embracing reductions in certain kinds of business. Restrictions on "blocks" were removed, subject to the proprietor's approval of any illustration submitted, discounts on time contracts were granted, "read-

ers" were specified as a form of advertising no longer under the ban, display ads were admitted to the first page, and it was announced that length of advertisements would not be a factor against their admission—if the proprietor thought well of them. However, the present rate schedule is so constructed, it is said, that the advertiser who wishes to spread himself in the *Times* may find that he is paying more per line for the privilege than an advertiser who is content with a small announcement. Where double-column announcements are published the paper charges \$150 per column on inner pages and \$118 on outer pages, the inside pages being deemed more valuable. An eighth-column ad two columns wide on an inner page costs \$60, and on an outer page \$45. It is said that these concessions were due largely to the influence of Moberly Bell, the business manager of the *Times*, once its correspondent at Cairo, Egypt, who succeeded in overcoming the ingrained antipathy toward display advertising that has existed in the Walter family since the *Times* was founded.

Under the new régime in its advertising department the *Times* has blossomed out with illustrated commercial advertisements in a way that gives it a radical appearance. Yet little American commercial advertising is found in its staid columns (measuring two and five-eighths inches in width), and London advertisers seem to find the more popular newspapers most effective for reaching the mass of population. In this country the Boston *Transcript* and New York *Evening Post* stand for conservatism in advertising, but in comparison with the advertising patronage of the London *Times* their business is to the last degree frivolous. If the editor of Rowell's American Newspaper Directory were desirous of expressing the eminent *quality* of the "Thunderer's" advertising columns he would have to set down several

dozen of his vaunted gold marks or invent a more precious symbol for the *Times* alone. A mathematical x might come near doing it, or the symbol for radium, if there were one.

One valuable kind of advertising has originated with the *Times* since its advertising department was reorganized—a form of essay dealing with commodities like soap, linen, etc., printed usually in a series for each commodity taken up, in double full column spaces, prefaced by the announcement that the information contained therein has been written by a member of the *Times* advertising staff in the interest of some leading firm in the industry treated. These essays make little direct reference to the advertising firm, and still less to its brands, but are in the last degree erudite and informative. In copies of the paper at hand a series on "The Coming of the Motor-Bus" is running, outlining the commercial possibilities of this means of transportation and laying before the investing public the stock proposition of the British Motor-Bus Trust, Limited, a new corporation with over \$5,000,000 capital stock which proposes to operate motor-busses in London. Such advertising for financial enterprises is, of course, to the last degree profitable, as it reaches the cream of the British investing classes. The same method applied to minor commodities may be less effective on account of the comparatively small circulation of the *Times*, but in the United States such publicity would be given wide value by reprinting, as an extract from the *Times*, in newspapers of popular circulation.

The *Times* is valued as a book medium, and has become more profitable as such since the inauguration of its circulating library. This enterprise, recently established, is conducted on the plan of the Tabard Inn and Booklovers libraries in this country, subscribers having the privilege of ordering books by mail upon a

special post-card. It is a matter of some importance to American publishers with British connections that the *Times* literary supplement, while made up of reviews of a kind hardly known with us in plain-spoken opinion, is distinctly just and favorable to good American publications. Book advertisements make up a large proportion of its business every day in the week. Another form of advertising far exceeding anything known here is the solid array of charity appeals printed daily. Motor cars, hotels, concerts and art exhibitions, steamship and railroad advertising, real estate, lodgings and board, pianos and piano-players, dividend notices, bank announcements from every country on the globe, and, in general, every form of advertising that appeals to persons of comfortable means, predominates in the *Times*, while advertising of foods, beverages, remedies, etc., is rather a minor quantity.

Nobody seems to be in a position to judge of the circulation of the *Times* except its proprietors, and they consider that detail their own private business. But even if an accurate statement of the number of copies printed daily were obtainable, it would probably indicate but a part of the *Times*'s real influence or the number of persons who actually read it. The stiff, enduring white paper upon which the journal appears is not merely a unique characteristic, but plays an important part in its distributive economy. The *Times* sells at six cents the copy, and is doubtless the only daily newspaper in the world that brings so high a price by annual subscription. The yearly rate in Great Britain is \$15, or \$20 with a subscription to the book club. But hundreds of copies purchased at threepence in London, it is said, are taken up later in the day, after the original purchasers have read them, and sold by their servants to dealers who make a business of supplying the *Times* in the afternoon for twopence. By

night the same copies reach readers who can afford to pay a penny for them, and so they go from hand to hand, the durable texture of the paper facilitating this method of circulation. But whether the classes of readers who take their *Times* at second and third hand are of much benefit to those who advertise in its columns is a matter that could only be determined by a series of experiments.

JAS. H. COLLINS.

AN EXAMPLE OF DESPOTISM.

A most glaring and flagrant illustration of the infamy of the so-called pure food laws, and the tyranny and despotism possible under them, is furnished in an edict recently issued by the Pure Food Commissioner of Minnesota, by which the well-known relish, Lea & Perrin's Worcestershire Sauce, has been placed under the ban, and its importation and sale within the limits of the State forbidden under penalty of the law.

Now, here is an article that has been upon the market for, perhaps, half a century. It has been used, and used habitually, and at almost every meal, by millions and millions of people. Among these have been some of the most celebrated chemists, the most learned hygienists and physiologists and the greatest of physicians. But from none of these, nor from any individual whomsoever, so far as we have ever heard, has there been the slightest complaint of injury to health due to it, and yet, at the caprice of a little whipper-snapper of an official, unknown as a chemist beyond the confines of his own State, if he be known as such within them, the preparation is branded as poisonous, debarred from the State, and those who may desire to use it are told, as if they were little children, that "it is not good for them, and that, therefore, "they mustn't have it any more." And this solely because this self-constituted guardian of the public health pretends to have discovered that it contains a small quantity of salicylic acid, a preservative whose harmfulness, when properly used, has not only not been admitted, but which has been vigorously denied by the greatest chemists and physiologists of the age. Here is a case in which a great business has been built up after years of patient waiting, and at an expense of thousands and thousands of dollars, and yet, under the beneficent influence of the misnamed pure food laws, it is possible for it to be destroyed and utterly wiped out at the will or whim of one of these food commissioner autocrats. He may know nothing of chemistry; he may be entirely ignorant of the physiological effects of the substance he condemns; he

may be acting from pique or revenge, or he may be in the pay of a competing manufacturer, as was the Legislature of Missouri which made it a crime to sell any baking powder in the State except that manufactured by the Baking Powder Trust. But in either event, it will avail nothing to the injured manufacturer. The edict has gone forth. The ban has been placed on his wares. They have been branded as dangerous to health, and the public has been warned against them. There is no recourse. The damaging charge has been spread broadcast. Evil report travels faster than good report, and no amount of denial, not even an admission on the part of the officials that a mistake has been made, nor proof that they were bribed, can ever entirely rectify the wrong or repair the damage wrought. The injured manufacturer is without remedy, and can only suffer and damn the laws that render such injustice possible.

Now, as regards Lea & Perrin's Sauce, neither we nor our readers have any concern or interest. It is not sold by, and has no connection with the drug trade. It is even a foreign product. But if the Food Commissioner of Minnesota, or of any other State, has it in his power, by his mere *ipse dixit*, to destroy this firm's business, he can and doubtless will destroy somebody else's business, when it suits his purposes, or when he wills to do it. And we submit and insist upon it, that it is not wise—that indeed it is infamous—to put such power in any man's hands, whoever he may be.—St. Louis, Mo., National Druggist, October 1905.

A PARAGRAPH in the New York *Globe* states that in an uptown bookstore that handles religious works may be seen the following sign:

Satan Weeps When He Sees
Bibles Sold as Cheap as These.

To a woman there appears to be about four dollars difference between two dollars and a dollar ninety-eight.—*Agricultural Advertising.*

ENGRAVER'S TERM.



WASH DRAWING.

THE JANUARY MAGAZINES.

The fiftieth anniversary number of *Leslie's Weekly*, issued December 14, with a complete facsimile of the first issue December 15, 1885, presents interesting facts for comparison between publishing methods of a half-century ago and to-day. "Frank Leslie" reduced the time for making wood-cut illustrations from fourteen days to one by the simple expedient of dividing the blocks into sections and giving each to a separate engraver. This improvement made his fortune during the Civil War, when he had a dozen artists and correspondents at the front. Forty engravers were required to cut a double-page illustration. "Leslie" was a forerunner of Sir Alfred Harmsworth and Sir George Newnes, for he eventually controlled sixteen periodicals. Expansion, however, eventually led to losses, and the business came to his widow in a tangle that, by executive ability equal to her husband's, she again transformed into valuable properties. *Frank Leslie's Illustrated Newspaper* had in its initial issue fifty years ago only a single page of advertisements in its sixteen pages, and of these more than three-fourths were announcements of books. Four dry goods ads, measuring less than fifty agate lines all together, were published, none of the firms being now in business, and a half-column of miscellaneous commercial announcements shows no advertiser whose name is known to-day.

* * *

"What the People Read in South America" is the title of a series of papers that begins in the *January Review of Reviews*. The newspapers and periodicals of Venezuela, Colombia, Peru, Ecuador and Bolivia are reviewed, while those of Argentine, Brazil, Chile, Paraguay and Uruguay are to be described in the February number. Venezuela has the *Constitucional* published at Caracas, the subsidized organ of President Castro, as its leading paper, with a circulation of 16,000. It costs

two cents a copy, is four pages in size, and carries a good deal of advertising. Outside of Rio Janeiro and Buenos Ayres, it is said to be the most influential journal in South America. Other dailies

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR JANUARY.

(Exclusive of Publishers' own advertising—asterisks [*] indicate magazines that state their advertising space is sold only for cash.)

	Pages	Ag. Lines
McClure's.....	135	30,352
Business Man's Magazine (Dec.).....	132	29,680
*Country Life in America (cols.).....	160	27,556
Review of Reviews.....	133	27,552
System (Dec.).....	112	25,088
Harper's Monthly.....	108	24,260
Scribner's.....	108	24,223
*Everybody's.....	100	22,400
Munsey's.....	98	21,952
*Century.....	97	21,728
Sunset (Dec.).....	95	21,280
Cosmopolitan.....	89	19,936
American Illustrated Magazine.....	81	18,144
*Four-Track News.....	75	16,800
National Magazine (Dec.).....	71	15,904
*Ladies' Home Journal (cols.).....	79	15,800
Good Housekeeping.....	70	15,680
World's Work.....	68	15,323
American Homes and Gardens (cols.).....	81	13,524
Outing Magazine.....	58	13,154
*Delineator (cols.).....	93	12,552
Field and Stream (Dec.).....	54	12,296
Reader.....	51	11,592
Overland Monthly (Dec.).....	51	11,424
Woman's Home Companion (cols.).....	56	11,352
Red Book.....	48	10,752
Normal Instructor (cols.).....	62	10,675
Success (cols.).....	60	10,342
Ainslee's.....	45	10,248
Atlantic Monthly.....	45	10,191
Lippincott's.....	45	10,080
World To-Day.....	45	10,080
Pearson's.....	43	9,632
Metropolitan.....	42	9,408
Housekeeper (cols.).....	45	9,000
Strand.....	40	8,982
Recreation (Dec.).....	39	8,848
Ladies' World (cols.).....	44	8,812
Appleton's Booklovers Magazine.....	39	8,784
Technical World Magazine.....	38	8,624
Harper's Bazaar.....	37	8,346
Argosy.....	34	7,792
Suburban Life (cols.).....	43	7,232
Garden Magazine (cols.).....	48	6,967
All-Story Magazine.....	30	6,832
Outdoors Magazine.....	30	6,720
*Designer (cols.).....	40	6,566
Theater Magazine (cols.).....	38	6,451
Madame (cols.).....	37	6,142
*New Idea Woman's Magazine (cols.).....	45	6,086
Bookman.....	24	5,376
Smart Set.....	22	5,040
Human Life (cols.).....	30	5,035
Critic.....	22	4,928
Wide World Magazine.....	20	4,564
Gunter's Magazine.....	17	3,872
*St. Nicholas.....	15	3,360
*Benziger's Magazine (cols.).....	16	3,043
Philistine (Dec.).....	37	2,220

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR DECEMBER.

(Exclusive of Publishers' own advertising—
asterisks [*] indicate magazines that state
their advertising space is sold only for cash.)

Week ending December 2 :

	Cols.	Ag. Lines
*Saturday Evening Post...	89	15,130
Literary Digest.....	57	9,605
Independent (pages).....	41	9,184
Churchman.....	57	9,127
Collier's.....	39	7,426
*Christian Herald.....	42	7,228
Outlook (pages).....	28	6,272
Vogue.....	37	5,775
*Public Opinion.....	38	5,390
*Associated Sunday Maga- zine.....	28	5,200
*Scientific American.....	23	4,739
Town Topics.....	24	4,092
*Life.....	19	2,750
Leslie's Weekly.....	11	2,319
Harper's Weekly.....	12	1,995
Illustrated Outdoor News	11	1,924

Week ending December 9 :

Vogue.....	183	28,584
Town Topics.....	118	19,406
*Life.....	112	15,722
Illustrated Outdoor News	57	9,762
Collier's.....	51	9,690
*Saturday Evening Post...	47	8,080
Churchman.....	46	7,472
Independent (pages).....	32	7,280
Literary Digest.....	49	7,082
*Associated Sunday Maga- zine.....	36	6,568
Outlook (pages).....	25	5,724
Leslie's Weekly.....	18	3,609
*Scientific American.....	18	3,587
*Public Opinion.....	23	3,320
*Christian Herald.....	19	3,260
Harper's Weekly.....	8	1,335

Week ending December 16 :

Leslie's Weekly.....	58	11,672
Collier's.....	53	10,085
Harper's Weekly.....	53	8,630
*Saturday Evening Post...	49	8,479
Independent (pages).....	37	8,288
*Christian Herald.....	38	6,570
Literary Digest.....	39	5,654
*Associated Sunday Maga- zine.....	29	5,372
*Scientific American.....	26	5,130
Vogue.....	30	4,984
Town Topics.....	27	4,504
Churchman.....	25	4,087
Outlook (pages).....	17	3,789
*Life.....	21	3,058
*Public Opinion.....	18	2,605
Illustrated Outdoor News	10	1,813

Week ending December 23 :

Independent (pages).....	76	17,024
Outlook (pages).....	60	13,440
Vogue.....	40	6,247
Churchman.....	32	5,225
*Life.....	35	4,952
Collier's.....	25	4,766
Town Topics.....	28	4,604
*Associated Sunday Maga- zine.....	23	4,220
*Public Opinion.....	28	3,990
Literary Digest.....	25	3,620
*Saturday Evening Post...	21	3,614
Leslie's Weekly.....	16	3,205
Illustrated Outdoor News	17	2,885
*Scientific American.....	13	2,590
*Christian Herald.....	11	2,002
Harper's Weekly.....	11	1,880

Week ending December 30 :

Collier's.....	39	7,424
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	Cols.	Ag. Lines
Independent.....	20	4,600
Leslie's Weekly.....	20	4,172
Saturday Evening Post...	22	3,793
Literary Digest.....	25	3,580
Vogue.....	21	3,417
Churchman.....	20	3,278
Christian Herald.....	19	3,272
Town Topics.....	17	2,844
Outlook.....	12	2,744
Scientific American.....	12	2,493
Life.....	17	2,379
Public Opinion.....	14	2,070
Associated Sunday Maga- zine.....	12	2,059
Harper's Weekly.....	11	1,815
Illustrated Outdoor News	8	1,513

Totals for December :

Vogue.....	49,007
Independent (pages).....	46,376
Collier's.....	39,391
*Saturday Evening Post...	39,076
Town Topics.....	35,450
Outlook (pages).....	31,909
Literary Digest.....	29,541
Churchman.....	29,189
*Life.....	28,861
Leslie's Weekly.....	24,977
*Associated Sunday Maga- zine.....	23,419
*Christian Herald.....	22,332
*Scientific American.....	18,739
Illustrated Outdoor News	17,897
*Public Opinion.....	17,375
Harper's Weekly.....	15,655

of Caracas are the *Noticiero* (News), *Corresponsal* (Correspondent), *Diario Nacional* (National Daily), *Grito del Pueblo* (Cry of the People), *Combate* (Struggle), *Religion*, *Gaceta Oficial* (Official Gazette), and *Letras y Numeros*. In Valencia, the second city of Venezuela, there are five dailies published, the *Diario*, the *Discipulo* (Disciple), the *Centinela* (Sentinel), the *Cronista* (Recorder), the *Gaceta de Tribunales* (Court Gazette).

Maracaibo has five dailies,—the *Fonografo* (Phonograph), the oldest daily newspaper in the country; the *Ecos de Zulia* (Echoes of the State), the *Ciudadano* (Citizen), the *Avisador* (Adviser), and the *Agencia Maracaibo* (Maracaibo Agent). There are four dailies published in Ciudad Bolivar. Merida has ten in all—but they are not extensively circulated. Forty-two dailies are published in the entire country. Venezuela ranks among the leading South American countries for artistically elaborate weeklies. The most important of these are the *Semana* (Week) and the *Lira* (Lyre), of Caracas.

Immaculada is a Catholic illustrated weekly. The *Voz de la Nacion* publishes conservative essays on economics. Italians read the *Patria*. Other weeklies, chiefly commercial, are the *Dominical*, *Anuncio*, and *Realidad*.

There are also several comic journals, the best known of which is *Don Timoteo* (Sir Timothy), of Valencia. The *Cojo Ilustrado* (Illustrated Cripple) is the most noted of the literary periodicals. It is a fortnightly, and its price is fifty cents in gold per copy.

La Industria, devoted to commerce and industry, is the leading monthly of its class, and is really a credit to its country.

Other bi-monthlies are the *Gaceta Medica*, the *Frac-Mason Venezolano* (Venezuelan Freemason), and the *Droguista Practico* (Practical Druggist),—all of Caracas. In Colombia, a number of the dailies of Bogota have a wide circulation and influence, and, moreover, are excellently edited. The principal dailies of the capital are the *Nuevo Tiempo*, the *Correo Nacional*, the *Colombiano* and the *Blanco y Azul* (White and Blue). The *Nuevo Tiempo* and the *Correo Nacional* are the most important publications of the republic. The center of journalistic enterprise in Peru is Lima. Among the weeklies are the *Actualidades*, *Novedades*, *Lucero*, and *Lima Ilustrado*. Lima has also a dignified illustrated monthly, the *Revista Pan Americana*, which is devoted to politics and diplomatic matters. It also publishes the *Ateneo*, an exclusively literary quarterly. In Cuzco there is an influential fortnightly, the *Agricultor*; and in Piura three weeklies—the *Amigo del Pueblo*, the *Noticiero* and the *Revista del Norte*.

The best-known Peruvian dailies are the *Comercio*, organ of the party in power, which is the oldest and the best established, and the *Presna*, organ of the opposition. The *Heraldo*, also governmental, was founded by the national Peruvian poet, Chocano. The *Opinion Nacional* is the inde-

pendent organ. Outside of Lima, the noteworthy dailies and semi-weeklies are—in Callao, the suburb and shipping port of Lima, the *Reaccion* and the *Callao*, both dailies; in Arequipa, the *Bolsa* and the *Deber*, dailies; in Trujillo, the *Razon* and the *Industria*, dailies, and the *Voz de Trujillo*, every other day. In Mollendo there is an influential semi-weekly, the *Puerto*. The chief publication center of Ecuador is the metropolis, Guayaquil. The principal dailies of this city, which are well patronized, are the *Nacion*, the *Telegrafo*, the *Tiempo* and the *Grito del Pueblo*. The *Nacion* is the best-known journal of the country. The *Grito del Pueblo* has a well-established circulation and influence. Outside the capital, the most important daily is the *Patria*, of Quito. The only noteworthy monthly published in the country is the *Ilustracion Ecuatoriana*, of Guayaquil. Bolivia has a number of daily newspapers. The principal ones of the capital, La Paz, are the *Comercio de Bolivia*, the *Diario*, the *Estado*, the *Comercio* and the *Nacional*. In the provinces, the following are worthy of mention: Potosi, the *Tiempo*; Cochabamba, the *Heraldo* and the *Comercio*; Santa Cruz, *Estrella del Oriente*; Tarija, the *Estrella de Tarija* and the *Pensamiento*; Oruro, the *Vapor*.

MAGAZINE NOTES.

The *Youth's Companion* begins its eightieth year with January.

W. A. Trowbridge, late of the *Country Calendar*, has joined the staff of *Suburban Life*.

Life issued a separate Christmas number, dated December 7, in addition to its regular issue, dated the 9th.

The *Critic* is twenty-five years old, having been established in January, 1881, and conducted all these years by the same editor, Jeanette L. Gilder.

Arrangements have been made to issue extra large editions of the *Strand* and *Wide World Magazine* for February and March, in order to meet the demand the publishers anticipate through delays caused other magazines by the printers' strike.

Outdoors, the monthly magazine of open-air sports and living, is now known as the *Outdoors Magazine*. Its offices remain at 150 Fifth avenue, New York.

The *Normal Instructor* for January publishes the first of a series of articles dealing with the elementary phases of advertising. The author of these papers is S. Roland Hall.

With the April number the price of *Suburban Life* is to be advanced to fifteen cents, its yearly subscription price remaining at \$1 until November, when it will go up to \$1.50 a year. A considerable increase in size is to be made.

Elbert Hubbard, publisher of the *Philistine* and *Little Journeys*, has been enjoined from interfering with the contract under which Frederic W. Gardiner, of Chicago, acts as advertising manager of the publications named. The injunction virtually gives Gardiner exclusive ownership of the advertising privileges.

The *Twentieth Century Home*, John Brisben Walker's women's magazine which suspended publication last summer, is to be revived, it is said, and will reappear some time during the spring. Its offices will be at 42d street and Fifth avenue, New York, and it is to sell at five cents a copy.

H. L. Simmons, for seven years past vice-president of the Crowell Publishing Co., and advertising manager of the *Woman's Home Companion* and *Farm and Fireside*, as well as publisher of *Farm News*, has become manager of the *Men and Women* advertising department. A new advertising policy for the latter publication is to be announced.

Sir George Newnes has established a new periodical called the *Magazine of Fine Arts*, published in London, which not only has articles on art subjects, but between six and a dozen supplemental plates of great pictures with each issue. The International News Co. acts as publisher in this country. The magazine sells at thirty-five cents a copy.

The *Ladies' Home Journal* article describing how letters from women who reply to certain kinds of advertising are sold and re-sold to quacks who operate through the mails is a forceful presentation of a traffic that has many unlovely sides, and which is a handicap to every form of legitimate commercial advertising.

Madame is not wholly satisfied that it has the proper title for a magazine of its nature, and proposes to change it as soon as a better one can be found. The January issue of this monthly contains a long article about the welfare work of the Eastman Kodak Co., Waltham Watch Co., and other concerns whose products are widely advertised.

The *World's Work* begins a series of articles about investments in its January issue. These papers, which will run several months, deal with the subject in a simple, sensible way that ought to make them useful to banks, trust companies and other financial houses that advertise for savings, as they are intended chiefly for the unskilled investor and the savings bank depositor who has accumulated small capital.

Pearson's prints a monthly "mystery story" in its advertising section, the text of which contains quotations from a dozen or more advertisements in the same issue. Prizes are offered for correct lists of the ads in which these quotations are found. The editor of Pearson's is also conducting inquiries among readers to learn the extent to which advertised food products are used, facts brought out to be embodied later in a statistical article.

How many periodicals are there whose criticism of books are considered competent? The *Cumulative Book Review Digest*, which claims to include abstracts of all critiques of importance, lists forty-five as "the leading reviews of the English-speaking world." Among these, five are published in England. Twenty-six are limited to a single field, such as history or geology. Four are issued by book publishing firms. That leaves nine independent critical periodicals of general literature. They are as follows: The *Dial*, the *Forum*, the *Independent*, the *Literary Digest*, the *Nation*, the *New York Times*, the *Outlook*, *Public Opinion*, the *Review of Reviews*.—The *Independent*.

How far may publishers go in refusing advertising? Belding Bros. & Co., the well-known New York silk house, has an ad in the *Woman's Home Companion* that suggests certain forms of retaliation where a magazine refuses an announcement which is clean and reliable. This company offers a paper pattern for five empty Belding spools, and claims that this premium is far in advance of the styles of the large pattern companies. In a footnote to the ad in the *Woman's Home Companion* it states that the Butterick Co. refused this ad for the *Delineator*, and the McCall Co. for *McCall's Magazine*, owing, the Belding people believe, to the advanced styles and superior advantages offered in the pattern business. This pattern service is to be a regular feature of the Belding advertising.

Vogue is establishing a "Sale and Exchange" department for classified announcements, the charge for insertion being three cents a word one time and two cents a word per insertion where ordered for a month or more. "Readers of *Vogue*," say the publishers, "will have a department by means of which they can sell or exchange their belongings, such as books, household arti-

cles, music or musical instruments, jewelry, curios, old silver, porcelain, bric-a-brac, gowns, kodaks, etc. Women going into mourning and possessing valuable and extensive wardrobes may find this department of inestimable value to them. Collectors, whether of rare editions, stamps, autographs, old silver or brass, or of curios, may find here a valuable medium of exchange for duplicates or the acquisition of fresh specimens."

The *Bookman* has started an educational department in which will appear each month a paper on some educational topic, followed by reviews of books in this field. In its review of the book trade for 1905 this journal calls attention to the fact that the most conspicuous novel of the last two years has been the business novel, though it is not among the best sellers. While the business novel is as old as Balzac's "Cesar Biroteau," it is only within the last thirty months that it has come to the front in American fiction. There is little doubt but that Cyrus Curtis, with the *Saturday Evening Post*, has done most to swing the book trade in this new direction. Ten years ago, and more, he had definite views about the salability of business fiction, and his ideas, embodied in the most widely circulated of the weeklies, have opened up a new era in publishing.

The editorial and publication offices of the *Four-Track News* have been moved into the Grand Central Station, and the editor announces that after January 1 all articles and pictures accepted for publication will be paid for in cash instead of transportation, as was the practice before the recent abolition of passes by the New York Central. The *Four-Track News* now claims a circulation of 120,000 monthly. In November and December its advertisement for subscribers and agents appeared in nearly every magazine published, including *Collier's*, *Butterick Trio*, and with full pages in the following high-grade monthlies: *McClure's*, *Munsey's*, *Cassell's*, the *Quiver*, *Country Life in America* (magazine size), *Shield's Magazine*, *Outing*, *Black Cat*, *Smart Set*, *Current Literature*, *Strand*, *American Illustrated Magazine*, *Service*, *Scribner's*, *Harper's Magazine*, *Metro-politan*, *Lippincott's*, *Ainslie's*, *Tales*, *Atlantic Monthly*, *Red Book*, *Recreation*, *Table Talk*, *Puck's Library*, *World's Work*, *Outdoors*, *North American Review*.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate. 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, **THE CHICAGO RECORD - HERALD** is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

The Des Moines Capital

published 350 inches more local advertising in its Christmas edition than its nearest competitor and 640 inches more than its next nearest competitor. A great effort was put forth by all of the publishers for these big issues, and the **CAPITAL's** preponderance is due to its commanding position and general prestige. The **CAPITAL** has had a remarkable year, the greatest in its history. In Des Moines it stands first in everything.

The figures for the Christmas editions of the three dailies:

	Inches.
CAPITAL , Friday, Dec. 15.....	2,565
Register and Leader , Sunday, Dec. 17.....	2,205
News , Friday, Dec. 15.....	1,915

EASTERN OFFICES:

NEW YORK, CHICAGO,
166 World Building. 87 Washington St.
Publisher—LAFAYETTE YOUNG.

A Roll of Honor


(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1935 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1935 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1936 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 30 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.30 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

 Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 6 mos. 1935, 1,032.

Birmingham, Ledger, dy. Average for 1934, 10,531. Best advertising medium in Alabama.

ARIZONA.

Phoenix, Republican, Daily aver. 1934 6,829. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, daily. Actual average for 1934, 6,576. Actual average for October, November and December, 1934, 6,646.

CALIFORNIA.

Fresno, Evening Democrat. Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1935, 22,580.

Oakland, Herald, daily. Average for 1934, 7,583. Now 8,500. E. Katz, Spec. Agent, N. Y.

Oakland, Tribune, evening. Average for nine months ending Sept. 30, 1935, daily 15,447.

The Billboard, America's Leading Theatrical Weekly, San Francisco office, 37 Philan, 308 Market St. Ruben Cohen, Mgr.

San Francisco, Call, dy & S. J. D. Spreckels. Actual daily average for year ending August, 1935, 62,617; Sunday, 88,941.

San Francisco, Sunset Magazine, monthly, literary; two hundred and eight pages, 5x8. Circulation: 1934, 48,916; 11 months 1935, 59,345. Home Offices, 431 California Street.

San Jose, Morning Mercury and Evening Herald. Average 1934, 10,572.

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. Average 1934, 9,125. May, June and July 1935, 20,000.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1934, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1934, 44,577. Average for Nov., 1935, dy. 46,344. Sy. 61,812.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Ansonia, Sentinel, dy. Aver. for 1934, 4,965. 1st 6 months '35 5,111. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post, sworn daily av. to Oct. 1, 1935, 11,001. E. Katz, Spec. Agt., N. Y.

Bridgeport, Telegram-Union, sworn daily av. to Oct. 1, '35, 10,128. E. Katz, Spec. Agt., N. Y.

Meriden, Journal, evening. Actual average for 1934, 7,649.

Meriden, Morning Record and Republican, daily average for 1934, 7,559.

New Haven, Evening Register, daily. Actual av. for 1934, 18,618; Sunday, 11,107.

New Haven, Palladium, dy. Aver. 1934, 7,857. First 6 mos. '35, over 8,000. E. Katz, Sp. Agt., N. Y.

New Haven, Union, Av. 1934, 16,076. First six mos. '35, 16,187. E. Katz, Spec. Agt., N. Y.

New London, Day, ev'g. Aver. '34, 5,855. 1st 6 mos. '35, 6,090. E. Katz, Spec. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec. 1934, 2,217. Approx., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich, Bulletin, morning. Average for 1933, 4,982; for 1934, 5,250; now, 6,425.

Waterbury, Republican, dy. Aver. for 1934, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington. Every Evening. Average guaranteed circulation for 1904, 11,160.

DISTRICT OF COLUMBIA.

Washington, D. C., Army and Navy Register. Average net paid circ. first 26 weeks 1904, 8,588.

Washington. Evening Star, daily and Sunday. Daily average for 1904, 55,503 (©).

FLORIDA.

Jacksonville. Metropolis, dy. Av. 1904, 8,760. First six mos. '05, 9,025. E. Katz, Sp. Ag., N.Y.

GEORGIA.

Atlanta. Constitution. D'y av. '04, \$8,882; W'y 107,925. Aug. '05, d'y 40,728; S'y 50,102.

Atlanta. Journal, dy. Av. 1904, 45,655, Oct. 1905, 46,906. Sy. 49,253. Semi-weekly 55,958.

Atlanta. News. Actual daily average 1904, 21,230. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn over age first six months 1905, 62,835 copies monthly.

Augusta. Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

ILLINOIS.

Calne. Citizen. Daily Average 1905, 1,052, weekly, 1904, 1,125.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 5,010; d'y and w'kly, 6,200.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago. Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Oct. 1st, 60,125.

Chicago. Farmers Voice and National Rural. Actual aver., 1904, 25,052. Sept., 1905, 40,000.

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1904, 18,812 (©).

The Billboard. America's Leading Theatrical Weekly. Chicago office, 87 South Clark St., suite 61. Phone Central 9804. W. A. Patrick, Mgr.

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 20, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 139,400. Average first four mos. 1905, daily 148,928, Sunday 205,501.

☛ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Av. for year end., Feb. 1905, 58,750, Issue for Sept. 1905, 60,200.

Kewanee. Star-Courier. Av. for 1904, daily 3,290, w'y, 1,278. Daily, 1st 4 mos. '05, 5,302.

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1904, 15,525.

Peoria. Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528. S'y 9,957.

INDIANA.

Evansville. Journal-News. Av. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N.Y.

Marion. Leader, daily. W. R. Westlake, pub. Actual average for year 1904, 5,655.

Muncie. Star. Average net sales 1904 (all returns and unsold copies deducted), 28,751.

Noire Dame. The Ave Maria, Catholic weekly. Actual net average for 1904, 22,816.

Richmond. Sun-Telegram. Sworn av. 1904, dy, 5,761.

South Bend. Tribune. Sworn daily average, 1904, 6,559. Sworn aver. for Nov., '05, 7,665.

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; w'y., 5,391.

IOWA.

Davenport. Democrat and Leader. Largest 2nd. city circ'n. Sworn aver, Dec. 1905, 8,505.

Davenport. Times. Daily aver. Dec., 11,408. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 56,852. Present circulation over 59,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Keokuk. Gate City, Daily av. 1904, 3,143; daily six months, 1905, 3,292.

Muscatine. Journal. Daily av. 1904, 5,240, tri-weekly 3,039, daily, March, 1905, 5,452.

Sioux City. Journal, daily. Average for 1904, sworn, 21,784. Av. for Nov., 1905, 26,458. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily, average 1904, 20,678; Nov., 1905, 25,030. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1904, 2,964. First five mos. '06, 3,396. E. Katz, Sp. Agent, N. Y.

KENTUCKY.

Harrodsburg. Democrat. Put it on your 1906 list; 3c. per 1,000; Al. Proven av. cir., 5,582.

Lexington. Leader. Av. '04, evg. 4,041. Sun. 5,597. Aug. '06, evg., 4,549. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 56,025 (4). Beckwith Agency, Rep.

Paducah. Journal of Labor, w'kly.-Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1904, 6,544, weekly, 3,486.

Bangor. Commercial. Average for 1904, daily 8,991, weekly 28,857.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston. Evening Journal, daily. Aver. for 1904, 7,524 (©), weekly 17,450 (©).

Phillips. Maine Woods and Woodsmen, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland. Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.



Detailed Statement of Circulation

For Twelve Months from January

DAILY

DATE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
1.....		205,087	208,603	201,613	194,417	188,701
2.....	196,033	204,348	200,955		193,657	188,425
3.....	196,531	204,460	201,147	198,640	192,933	189,664
4.....	192,521	207,480	204,679	198,675	192,382	
5.....	193,459			198,196	192,950	188,539
6.....	195,392	201,339	206,151	197,500	195,549	188,007
7.....	199,140	202,068	201,215	197,503		193,915
8.....		202,345	201,259	198,919	193,221	188,328
9.....	196,397	202,209	200,095		192,115	187,794
10.....	197,805	202,411	201,646	196,558	190,451	188,814
11.....	198,108	205,172	203,394	196,387	190,674	
12.....	200,025			196,054	189,678	188,145
13.....	199,723	202,688	199,901	195,842	192,338	187,327
14.....	202,088	207,429	199,452	196,272		187,166
15.....		201,061	200,298	197,524	189,994	186,440
16.....	199,654	200,842	199,939		190,580	186,845
17.....	200,253	201,610	200,246	195,244	189,594	193,241
18.....	200,306	204,413	203,454	195,545	189,770	
19.....	201,828			Holiday	189,244	189,059
20.....	202,661	218,249	216,984	208,456	190,926	187,250
21.....	206,453	206,840	240,524	194,014		186,648
22.....		Holiday	204,080	196,441	190,409	187,725
23.....	208,117	215,084	200,809		188,801	186,449
24.....	212,351	201,284	205,599	193,552	188,952	187,991
25.....	251,672	204,532	201,832	193,934	195,764	
26.....	214,467			193,832	187,876	188,294
27.....	208,696	201,578	199,681	193,894	190,316	187,085
28.....	206,772	201,344	198,680	194,606		186,319
29.....			198,470	196,111	223,661	186,630
30.....	204,601		199,787		Holiday	187,564
31.....	203,387		199,056		205,100	
Mo. Total	5,288,440	4,706,873	5,497,976	4,725,312	5,021,362	4,897,455

Grand total circulation for 12 months, **58,738,156**, divided by complete copies used to have been **192,584** for each issue.

SUNDAY

DATE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
1st Sun...	284,263	293,564	313,087	313,786	310,119	304,043
2d Sun...	284,961	295,521	313,718	313,415	307,551	301,829
3d Sun...	286,026	301,589	313,358	312,095	306,133	299,903
4th Sun...	288,216	311,058	314,633	311,751	305,644	299,626
5th Sun...	290,595			311,627		
Mo. Total	1,434,061	1,201,732	1,254,796	1,562,674	1,229,447	1,205,401

Grand total circulation for 12 months, **15,881,131**, divided by complete copies used to have been **299,643** for each issue.

Boston, Mass., January 1, 1906.

Publication of The Boston Daily and Sunday Globe

1st, 1905, to December 31st, 1905.

EDITION.

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
187,189	180,770	182,018		180,242	203,512
	183,545	184,796	182,662	180,398	193,302
187,803	182,361		181,492	185,626	
Holiday	182,745	Holiday	181,226	187,922	188,600
205,867	182,417	202,276	183,374		187,058
186,845		181,775	181,272	188,496	189,518
187,278	184,002	181,019	182,531	221,135	189,448
186,324	181,984	181,136		270,371	194,316
	181,754	182,454	181,126	185,100	211,230
186,689	182,371		180,562	184,786	
185,389	183,965	181,917	181,355	188,587	188,775
185,136	183,403	181,241	180,325		204,604
187,166	185,453	180,981	181,572	185,559	214,013
186,440	185,408	188,609	182,519	185,404	188,420
186,845	185,607	193,176		187,882	187,942
198,241		182,071	180,499	202,490	190,644
	185,893	183,165	180,440	204,708	
189,059	183,514	182,289	180,048	187,019	188,999
187,250	184,231	181,420	180,718		189,782
186,648	184,040	180,555	180,040	184,697	188,756
187,725	186,377	181,650	181,666	184,642	194,590
186,449	186,210	191,363		185,536	187,086
187,991		182,321	180,427	187,962	191,308
	184,948	181,387	180,818	185,930	
188,294	182,425	181,360	179,818	199,091	Holiday
187,085	184,665	181,931	179,943		203,655
186,319	184,410	184,258	180,790	215,210	187,583
186,630	185,258	181,485	183,385	195,781	186,240
187,564	186,310	180,208		186,828	186,830
		193,647	191,486	Holiday	188,993
	187,240	182,189	181,191		
4,660,569	4,944,998	4,595,864	4,721,285	4,851,402	4,826,620

305 issues (the total number of issues), shows the average number of

EDITION.

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
298,265	298,232	296,279	294,879	292,008	296,652
298,026	297,153	301,958	293,698	294,366	296,982
298,863	297,458	295,242	292,138	295,207	296,083
296,706	295,589	295,582	290,310	298,630	295,395
298,114			293,024		296,176
1,489,974	1,188,432	1,189,061	1,464,049	1,180,211	1,481,293

53 issues (the total number of issues), shows the average number of com-

THE GLOBE NEWSPAPER CO.,

Per CHAS. H. TAYLOR, JR., Treas.

MARYLAND.

Baltimore. American, dy. Aver. to June 30, '05, 64,965. Sun., 55,515. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1904, 55,754. For December, 1905, 55,918.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS.

Boston. Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.

Boston. Globe. Aver. to Oct. 1, 1905, daily, 195,619. Sunday, 301,425. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Boston. Post. Average Oct., 1905, daily 226,215; 1904, 219,721. Boston Sunday Post, average Oct., 1905, 196,550; 1904, 179,265. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 30 cents per agate line, flat, run-of-paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Fall River. News. Largest circ'n. Daily av. '04, 6,953 (2). Robt. Tomes, Rep., 112 Nassau St., N.Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 275,544. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,053. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 49,000. Reaches every postoffice in Mass., N.H. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (©). Paid average for 1904, 4,732.

MICHIGAN.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids. Evening Press dy. Average 1904, 44,807. Average 6 mos. 1905, 46,057.

Jackson. Patriot, morning. Actual daily average for 1904, 5,158. Av. Sept., 1905, 5,257.

Kalamazoo. Evening Telegraph. First 6 mos. 1905, dy. 10,128. June, 10,174. s.w. 9,658.

Kalamazoo. Gazette, d'y. 6 mo. end'g Sept., '05, 11,502; Dec., 12,052. Larg. cir. by 4,500.

Saginaw. Courier Herald, daily, Sunday. Average 1904, 10,233; November, 1905, 12,551.

Saginaw. Evening News, daily. Average for 1904, 14,516. December, 1905, 18,542.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.



Minneapolis. Journal. Journal Printing Co. Aver. for 1905, 57,059; 1904, 64,835; first 6 mos. 1905, 67,557. Oct. 1905, 67,847. Nov., 68,848.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.



Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 62,062.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Daily average for 6 mos. to Oct. 1, 1905, 90,478. Sunday, 75,925.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of this daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.



St. Paul. The Farmer, s.mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Dispatch. Average net sold for nine months to Oct. 31, 1905, 69,417 daily.

St. Paul. Volkszeitung. Actual average 1904, dy. 12,685. w. 28,637. Sonntagsblatt 28,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y av. last 6 mos. 1904, 8,340. D'y est. Apr., '04; av. last 6 mos. '04, 800.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

Joplin. Globe, daily. Average 1904, 12,046. Oct., '05, 18,874. E. Katz, Special Agent, N.Y.

St. Joseph. News and Press. Circ. 1st 6 mos. 1904, 55,532. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry P. Strong, Editor and Publisher. Average for 1904, 8,050 (©). Eastern office, 50 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1904, 48,582; average for 1905, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circulation 1904, 15,678. Beckwith Sp. Agency.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,362. Only Nebraska paper that has the Guarantee Star.



Lincoln. Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,567.

Circulation Values in Minneapolis

The **productiveness of its Circulation** accounts for the fact that the Minneapolis Journal carried 2,089 columns—643,412 lines—more paid advertising in 1905 than any other Minneapolis or St. Paul newspaper.

Grand Advertising Totals for the Year

Four leading Minneapolis and St. Paul papers

***THE JOURNAL**

Daily and Sunday

Columns

20,318

*The Journal's Sunday edition started Oct. 1, 1905.

The Tribune

Daily and Sunday

Columns

18,229

The Dispatch

Daily

Columns

16,396

Pioneer Press

Daily and Sunday

Columns

10,927

The Journal carried

2,089 columns

more than its nearest competitor

Minneapolis merchants use The Journal most *every day in the week* because it gives them most results. They are on the ground and know CIRCULATION VALUE.

Lincoln. Freie Press, weekly. *Actual average for year ending January, 1905, 149,281.*

Lincoln. Journal and News. *Daily average 1904, 26,588; February, 1905, average, 28,055.*

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. *Sworn aver. for Sept. and Oct., 1905, 4,204.*

NEW JERSEY.

Elizabeth. Journal. *Av. 1904, 5,522; first 6 mos. 1905, 6,518; 3 mos. to Aug. 1, 6,604.*

Jersey City. Evening Journal. *Average for 1904, 21,106. First 6 mos. 1905, 22,555.*

Newark. Evening News. Evening News Pub. Co. *Average for November, 1905, 62,742.*

NEW YORK.

Albany. Evening Journal. *Daily average for 1904, 18,228. It's the leading paper.*

Albany. Times-Union, every evening. *Est. 1856. Av. for '04, 50,487; Jan. Feb. & Mar., '05, 53,594.*

Binghamton. Evening Herald, daily. Herald Co. *Aver. for year end. June, 1905, 12,289 (*).*

Buffalo. Courier, morn. *Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 32,702.*

Buffalo. Evening News. *Daily average 1904, 88,457; 1st six months, 1905, 95,281.*

Catskill. Recorder, weekly. Harry Hall, editor. *Av. yr. endg. Nov., '05, 2,796; Nov., 3,866.*

Corning. Leader, evening. *Average, 1904, 6,258. First quarter 1905, 6,425.*

Cortland. Democrat, Fridays. *Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.*

Glens Falls. Morning Star. *Average circulation, 1904, daily 2,292.*

Hornellville. Morning Times. *Average 4,188 for year ending July, 1905; 29 R. F. D.'s.*

Mount Vernon. Daily Argus. *Average 1905, 3,218. Westchester County's leading paper.*

Newburgh. News, daily. *Av. 9 mos. '05, 5,129. 3,000 more than all other Newburgh papers combined*

New York City.

American Magazine (Leslie's Monthly). *Present average circulation, 256,105. Guaranteed average, 250,000. Excess, 78,296.*

Army & Navy Journal. *Est. 1863. Actual weekly average for 52 issues, 1904, 9,571 (©). Only Military paper awarded "Gold Marks."*

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,463 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 85%, in Pennsylvania 74%, in Ohio 85%, and to 80% to 84% of the postoffices in the Southern States. All advertisements guaranteed.

Baker's Review monthly. W. R. Gregory Co. publishers. *Actual average for 1904, 4,300.*

Benziger's magazine, family monthly. Benziger Brothers. *Average for 1904, 57,025. present circulation, 50,000.*

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver. for 1904, 25,662 (©).*

Gaelic American, weekly. *Actual average for 1904, 8,179; for 1905, 28,989.*

Hardware Dealers' Magazine, monthly. *In 1905, average issue, 19,020 (©).*
D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. *Actual aver. year end, Aug 1904, 69,077. Pres. av. over 85,000 weekly.*

Music Trade Review, music trade and art weekly. *Average for 1904, 5,509.*

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies.

The Billboard, America's Leading Theatrical weekly. New York Office, 140 Broadway. Walter K. Hill, Mgr. Phone 2466 38th St.

The People's Home Journal. 544,541 monthly. Good literature. 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. *Daily average first 6 months, 1905, 12,916.*

The World. *Actual aver. for 1904, Morn., 502,825. Evening, 579,755. Sunday, 452,484.*

The Tea and Coffee Trade Journal. *Average circulation for 1905, 4,205 (*); December, 1905, issue, 5,510 (*).*

Rochester. Case and Comment, mo. Law. Av. for 1904, 50,000; 6 years' average, 50,105.

Schenectady. Gazette, daily. A. N. Lietz.

Actual average for 1905, 11,625; 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co. pub. *Aver. 1904, daily 55,648. Sunday 59,161.*

Tulsa. National Electrical Contractor, mo. *Average for 1904, 3,625.*

Tulsa. Press, daily. Otto A. Meyer, publisher. *Average for 1904, 14,579.*

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. *Actual daily aver. 1904, 6,145. Sunday, 8,408. semi-weekly, 4,496.*

OHIO.

Ashtabula. American Sanomat. Finnish. *Actual average for 1904, 10,956.*

Cleveland. Plain Dealer. *Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Nov., 1905, 75,804 daily; Sunday, 79,986.*

Dayton. Herald, evening. *Circ., 1904, 15,280. Largest in Dayton, paid at full rates.*

The Billboard, America's Leading Theatrical Weekly. Cincinnati, New York, Chicago.

Youngstown. Vindicator. *Dy ar., '04, 12,020. LaCoste & Maxwell. N. Y. & Chicago.*

Zanesville. Times-Recorder. *Sworn ar. 1st 6 mos. 1905, 10,427. Guard'd double nearest competitor and 50% in excess combined competitors.*

OKLAHOMA.

Oklahoma City. The Oklahoman. *1904 aver. 8,104. Oct., '05, 11,558. E. Katz. Agent. N. Y.*

OREGON.

Portland. Oregon Daily Journal. *Actual average for Nov. 1905, 25,559.*

PENNSYLVANIA.

Chester. Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Aver. for 1904, 14,257. November, 1905, 15,711. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn av., Oct., 18,616. Largest paid circulat'n in H'b g, or no pay.

Philadelphia. Confectioners' Journal. mo. Av. 1904, 5,004; 1905, 5,170 (©).

The circulation of THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET DAILY AVERAGE FOR
DECEMBER:

203,843 COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.

NOVEMBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of November, 1905:

1	160,352	16	167,445
2	160,941	17	167,578
3	165,511	18	179,704
4	173,843	19	Sunday
5	Sunday	20	167,398
6	166,139	21	165,761
7	211,409	22	166,182
8	193,611	23	166,336
9	197,383	24	166,313
10	167,913	25	179,177
11	185,388	26	Sunday
12	Sunday	27	166,413
13	167,763	28	165,614
14	168,103	29	166,468
15	171,718	30	145,958

Total for 30 days, 4,431,021 copies.

NET AVERAGE FOR NOVEMBER,

170,423 copies per day

BARCLAY H. WARRUTON, President.
PHILADELPHIA, December 8, 1905.

Philadelphia. German Daily Gazette. Average circulation at 6 mon., 1905, daily 50,996; Sunday 40,155; sworn statement. Cir. books open.

Philadelphia. The Press is a Gold Mark (©) Newspaper. A Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 116,242.



Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:
"Awarded June 25th, 1905, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal, after canvassing 'of merits extending over a 'period of half a year, that paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them 'through its advertising columns."

THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the POST. Objectionable advertising is excluded from its columns. Circ., dy. 60,036, S. 71,355.



West Chester. Local News, daily. W. H. Hodgson, Average for 1904, 15,180 (2c). In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Av. first 5 mos. 1905 225,754. Smith & Thompson, Iteps.. New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average for six months ending June 30th, 1905, 16,814.

Providence. Daily Journal, 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 27, 256 average 1904. Providence Journal Co. pube.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1904 4,430. Largest circulation in So. Rhode Island

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for first eight months 1905, 4,265.



Columbia. State. Actual average for 1904, daily 8,164 copies (©); semi-weekly, 2,251. Sunday 9,417 (©). Act. aver. July to Oct. 23, '05, daily 10,076; Sunday 11,263.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (2c). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising. '04, 6 days av. 7.

Nashville. Banner, daily. Aver. for year 1903, 18,772; for 1904, 20,705. Average March, April, May, 1905, 21,287.



Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos. 1905, daily \$9.120. Sunday, \$5.497. weekly, \$1.822. Smith & Thompson, Representatives N. Y. & Chicago.

TEXAS.

Denton. Record and Chronicle. Daily av. 1904, \$16. Weekly av. 2.775. The daily and weekly reach nearly 50 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '04, 4,211; June '05, 5,080. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. R. Langley. Aver. 1905 2,527, for last six months, 1905, 5,691.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 7 mos., 7,024; last month, 7,247.

Burlington. Free Press. Daily av. '05, 5,566, '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland. Herald. Average 1904, 2,527. Average 3 months ending June 1, 1905, 4,181.

St. Albans. Messenger, daily. Actual average for 1904, 2,166.

VIRGINIA.

Norfolk. Dispatch. Average 1904, 9,400; 1905, 11,660.

Norfolk. Landmark (©©). Leading home paper. Circ. genuine. No pads. VanDoren, Sp'l.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond. Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder—evening. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma. Ledger. Dy. av. 1904, 14,564; Sy., 18,475; wy., 9,524. Aver. 6 mos. ending June 30, 1905, Daily, 15,159. Sunday, 19,771.

Tacoma. News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,520.

Wheeling. News. Daily paid circ., 11,517 (*). Sunday paid circ., 11,938 (*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville. Gazette, d'y and s-w'y. Circ'n—average 1904, daily 2,881; semi-weekly 2,307.

Milwaukee. Evening Wisconsin, d'y. Av. 1904, 26,201; November, 1905, 26,457 (©©).

Milwaukee. Journal, daily. Journal Co., pub. Yr. end Nov., 1905, 40,286. Nov., 1905, 41,655.



THE WISCONSIN AGRICULTURIST.

Racine. Wis., Est. 1877; only Wisconsin paper whose circulation is guaranteed by the Am. Newspaper Directory. Actual weekly average for 1904, \$7.254; for 1905, 41,748. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,605.

WYOMING.

Cheyenne. Tribune. Actual daily average net for first six months of 1905, 4,380.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1904, 7,426; Nov., 1905, 8,957. H. DeClerque, U. S. Repr., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 2,695; for 1904, 4,556 (*).

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,695; weekly, 15,801. Daily, November, 1905, 31,898.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (©©) and Evening Mail. Circulation, 1904, 15,655. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto. The News. Since daily average first nine months 1905, 58,558. Rate 3½¢. Rat. Largest circulation of any evening paper published in Ontario.

Toronto. Star, daily. Daily average December, 1905, 41,091.

Toronto. Ev. Telegram. D'y av. 1904, 31,884. Aug., '05, 55,808. Perry Lukens, Jr., N.Y. Repr.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 50,259; Av. Mar., '05, 95,826. Sat., 118,292.

Montreal. Star, dy & wy. Graham & Co. Av. for '05, dy, 55,127, wy, 122,269. Av. for 1904, dy, 56,795, wy, 125,240.

Sherbrooke. Daily Record. Average first six months 1905, 5,820; November, 1905, 6,355.

Publishers entitled to have an advertisement in the Roll of Honor should be interested for extra space in the special issue of PRINTERS' INK for January 24—press day January 17, 1906. See page 2 of this issue

ADVERTISING THE CLASSIFIED.

(Selections from the scrap-book of the Philadelphia Bulletin.)

Words of want wisdom. When you want work do you ask for it, or do you try to hide away from it? Do you go where work is to be had, or where there isn't any. When you advertise for work do you advertise where nobody expects you to, or where the people who want work don't always look for help? The *Bulletin* want columns are the recognized go-between of those who want and those who want to fill wants. Whatever you want, let it be known in the columns of the *Bulletin*, and the want will be filled.

Making up lost time is slow, hard work. The out-of-a-job man who sits down and waits for something to turn up will have a lot of lost time to make up. The man who uses the *Bulletin's* want columns doesn't lose any time. And thus the difference between the "lucky" man and the "unlucky" man is explained.

Ask for what you want, and ask emphatically. Do so through the *Bulletin's* want columns. If you want an employer or an employee you can find him in a hurry if you take this course. The *Bulletin* will tell your wants to many thousands of people as quickly as you can tell them personally to a dozen people. You can't afford the slow way.

The dollars at your door. The dollars you want are knocking at your door. The people you seek are probably reading the *Bulletin* at this very minute. The job you want is waiting for you. The man who wants you expects to find you in the want columns of the *Bulletin*. Don't hide away from the dollars at your door. Come out and gather them in. One little *Bulletin* want ad will do it.

You can if you want to. If you want to go without the help you need, or without the work you might be doing, keep out of the *Bulletin* want columns. Everybody sees them. Everybody reads them. The *Bulletin* goes into the homes of the people who can do the work you want done. It goes into the homes of the people who want somebody to do just the work you can do. The wanters and the wanted can't avoid each other if they get into the want columns of the *Bulletin*.

Take your share. What's that—can't get it? That's exactly what most successful men have thought early in life, but they have all found out that they are pretty sure to get what they deserve if they ask and work for it; and they are equally as sure not to get it if they don't work and ask for it. If you want anything, ask for it through the want columns of the *Bulletin*. These columns are read by the people who can satisfy your wants.

Ever swap houses? Your location

just suits the other fellow, and the other fellow's location may just suit you. If you want to make a swap—if you want to find out how numerous the other fellow is—explain your situation through the *Bulletin's* want columns and something will be pretty sure to happen.

How's the outlook? Bad, is it? Out of work and nothing in sight? That's been said before, but not by those who make use of the *Bulletin's* want columns. There's a place for every capable man and woman, and a want ad will find your place for you. And it won't waste any time about it, either. Advertise to-day. Job to-morrow.

Found on the street. When you find something that doesn't belong to you it should be advertised in the *Bulletin* want columns. Pretty nearly everybody reads the *Bulletin*, and those who don't read it are not the ones who have valuable things to lose.

You won't get turned down if you put a proposition in the *Bulletin's* want columns. Somebody will want to buy what you want to sell. Somebody will want to sell what you want to buy. So many thousands of people read the *Bulletin's* want ads that most any sort of a proposition will strike somebody—often many people—just right. Try it.

"Dead Broke." That's the condition of lots of people because they have been "laid off." Nine times out of ten there's no excuse for it. Nine times out of ten they would find their services in great demand if they would make their qualifications and desires known through the *Bulletin's* want columns.

A small beginning. But the greatest men and the greatest businesses have small beginnings. You may intend to start, or you may have started a business on a small scale. That's usually the safest way, and the safest way is always the best way. No business is too small to advertise, and the *Bulletin* want columns afford exactly the kind of service for small advertisers. Try it. The start may lead to great things.

If you lose any money, or your pug dog, or your Sunday umbrella, you should say something about it in the want columns of the *Bulletin*. Many thousands of honest people read these columns every day, and there will be pretty large chances in your favor if you mention your loss to them. Of course, every Philadelphian recognizes that the *Bulletin* is the "Lost and Found" medium of the city.

Some boy has a bicycle, but would rather have a boat. Some other boy has a boat, but would rather have a bicycle. No. 1 doesn't know anything about No. 2. No. 2 doesn't know anything about No. 1. A *Bulletin* want ad would immediately bring these two boys together, so that a trade might be made. Think about this suggestion.

Perhaps at an expense of but a few cents you can trade a lot of things you don't want for a lot of things you do want.

A high-grade servant isn't an unknown quantity. If you want one, just try a *Bulletin* want ad, and you'll find her. In fact, if you want to deal with any kind of high-grade people you will find it profitable to talk to the *Bulletin's* army of high-grade readers.

Everybody has a want. You probably have some little want right now. And nine chances out of ten, or thereabouts, you could fill that want by using a *Bulletin* want ad. You may find your servants, and your errand boys, and your gardener without advertising, but a want ad costs so little, and is so easy and so quick, and such a sure method of finding the cream of the unemployed that you cannot afford to get along without it.

Does your "To-Let" sign walk about? Does it tell people where your vacant house is, and how many rooms it has, and just how cozy it is, and how cheaply you'll offer it to a gilt-edge tenant, etc.? Hardly. It's just nailed up on the door casing, and some people see it while most people don't. And you wonder why nobody wants such an ideal house. Somebody does want it, and wants it now. Give a little specific information through the *Bulletin's* real estate columns and you'll probably find that somebody right away.

Help wanted—quick. When you want help, any kind of help, from a private secretary to a ditch-digger, please remember that nearly everybody in Philadelphia has an eye on the *Bulletin's* want columns. A *Bulletin* want ad will fill a reasonable want every time.

A plunge into newspaper advertising isn't necessary if your wants are not large. If you have a little want, a little want ad, at a cost of a few cents, will find it. If you have a small business commence with small advertising.

Getting acquainted with the people who can and will fill your wants is an easy matter if you mention your desires through the *Bulletin's* want columns. The *Bulletin* is read by rich and poor and old and young people—thousands of them—and it would be remarkable indeed if you should have a want that not one of these thousands of people could fill. A reasonable want ad never escapes the notice of someone who is glad to know about it.

There's no chance for an argument as to whether *Bulletin* want ads pay or not. They always pay if they ask anything consistent. There are so many people in Philadelphia that somebody is qualified to fill any sort of a want. If you want to find a position or somebody to fill a position: if you want to find the loser or the finder of an article; if you want to find a land-

lord or a tenant, try a *Bulletin* want ad.

Don't get excited if your office boy smokes cigarettes or your housemaid turns your wife out into the street. These little things will happen sometimes. And when they do happen you should simply insert a want ad in the *Bulletin* and you'll find a good housemaid or office boy. People who always take the right course always obtain the right results. *Bulletin* want ads are effective.

Employ this boy. Here's the most ambitious boy that ever came to town, and a *Bulletin* want ad will find him. Those who use this very inexpensive method of finding help always have the best help. Those who put the primitive "Boy wanted" card up in the window usually get the boy they don't want and imagine all other boys are the same kind.

A whole volume of knowledge won't do a man much good if he's "broke" and unemployed. And capable men often fail to find employment because they fail to take the proper course to find it. A *Bulletin* want ad will do more searching for a position for you in a few hours—and at a cost of a few pennies—than you could possibly do in person in many weeks.

Take in the whole field. If you have a want that you think some man in Philadelphia can fill, take in the whole field at once by inserting a want ad in the *Bulletin*. There's no halfway business about the *Bulletin*. It gets right out among all the people who are worth talking to, and if your man is in town you'll find him. There's no doubt about that.

Bow to all the people of Philadelphia through the *Bulletin's* want columns. That's the cheapest, quickest and best way to get at all the people who will be in a position to fill your wants. If you want to buy a new house or rent an old shotgun, if you want a three-dollar errand boy or a twenty-five dollar position, try a *Bulletin* want ad. The *Bulletin's* want columns dissipate all wants.

A high position may be waiting for you to ask for it. You will get but little in this world that you don't ask for, while you may get a great deal if you ask for a great deal. If you feel that you are capable of holding a higher position at a higher salary you should certainly ask for it through the *Bulletin's* want columns. You don't need to reveal your identity if you don't want to. If you carefully explain your qualifications you'll get replies.

If you want an up-to-date man to take charge of an intelligence office, or an ordinary man to do ordinary work, or a boarder, or a place to board, or a chance to learn a trade, or almost anything that anybody ever

wants, you'll find him or it by telling your wants to the people of Philadelphia through the *Bulletin's* want columns, because in Philadelphia nearly everybody reads the *Bulletin*.

A valuable dog wouldn't sell for ten cents to a man who doesn't want a dog. And that is true with most anything else. The only expeditious way to find a man who wants to buy a dog is to speak to everybody in Philadelphia through the want columns of the *Bulletin*. Those who are interested will respond. And it would be a very uninteresting dog, indeed, that wouldn't suit anybody. Most anything you don't want can be sold at some price if properly advertised, because in Philadelphia nearly everybody reads the *Bulletin*.

Satisfactory help can be obtained upon short notice by the use of the *Bulletin's* want columns. There are plenty of competent people to be found if you use this best of all mediums. But you'll wait a long time if you wait for voluntary applications from competent people. The incompetent are the ones that go from door to door looking for work. The competent ones read *Bulletin* want ads and don't have to make a personal canvass for work.

The busiest man in town always uses the *Bulletin's* want columns when he wants anything in a hurry, and his wants are promptly filled. That's the thing for you to do when you have a want. It's the only way to speak to thousands of people at a trifling cost. You can't afford a slow way in this hustling age.

Writing a want ad for the *Bulletin* is only a moment's work, and incurs but a trifling expense, and does the work every time. If you mail a want ad to the *Bulletin* at midnight, enclosing price in stamps or coin, it will be printed the next afternoon, and probably answered the same evening. If you would try this want-filling method once you would probably find frequent use for it afterwards. That's the case with others. *Bulletin* want ads never disappoint. They always fill your want.

Man wanted. It doesn't matter what you want a man for. It doesn't matter whether you want a white man or a black man, a large man, or a small man, there's a man in Philadelphia who wants to serve you. He's just the man you want, and if you insert an ad in the *Bulletin's* want columns to-day that man will call upon you to-morrow.

Don't throw your time away. If you happen to be out of employment, get employment. If you can do anything just fairly well you need not be without plenty to do. Put a want ad in the *Bulletin* telling your qualifications and you'll soon be busy again. You are just the person some employer wants, and you'll find that employer if you take the right course.

GOOD MATERIAL FOR A JEWELER'S AD.

Good material for advertisements may sometimes be found in consular reports. A case in point is the following extract from a report of Consul Hill, of Amsterdam, the world's center of the diamond-cutting industry. According to this authority the demand for diamonds is largely in excess of the supply. Prices have steadily risen in the past few years and the last advance of 5 per cent, made in August is likely to be repeated in the near future. From the following extract, from Consul Hill's report, jewelers can prepare an effective advertisement showing why diamonds should be bought now:

"With the termination of the strike of 1904, and the riddance of all unpleasant factors to which it gave birth, the year 1905 started in under very promising conditions. The new schedules of the workmen's wages, which went into effect at the beginning of the present year, are almost forgotten and simply exist in word only, as since that time manufacturers have been compelled to raise their employees' wages again and again in order to get their goods out as fast as possible. It no longer seems to be a question of wages, but a question of production of goods, which have become a very scarce article indeed.

"With the beginning of the new year buyers from every part of the globe have come here in order to supply their demands, and this influx has kept up to the present time. From every country orders are received daily which cannot receive any attention until previous orders have been filled. All the factories are working to their utmost capacity in order to satisfy their clients, as the goods are invariably bought up in the rough long before they are finished. Especially in small goods have the workmen's wages brought about such a change during the last eight months that the goods deserve extra mention, prices in some instances having increased as much as 40 per cent. Strange as it may seem, even these goods are conspicuous by their absence and are readily bought up at even higher figures whenever shown.

"The steady demand for the rough as well as the cut material finally culminated in the advance of all rough goods of about 5 per cent toward the end of August by the London syndicate, but even this advance failed to stop the tide of the ever-increasing amount of orders which came pouring into Amsterdam. To-day there are again rumors in the air of prospective rises, but only the future will tell whether these reports are well founded or not."

It is the advertiser who can be imposed upon that is.—*Agricultural Advertiser*.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE DENVER POST, Sunday edition, Dec. 31, 1905, contained 4,500 different classified ads, a total of 112 8-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

N. E. P. J. is a publication devoted to poultry, and reaches the farmer and fancier, who are the mail-buying people of the country. Advertising rates on application. Box 26, NEW ENGLAND POULTRY JOURNAL, Hartford, Ct.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE DAILY NEWS is Chicago's "Want ad" Directory.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE TERRE HAUTE STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE MUNCIE STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE INDIANAPOLIS NEWS during the year 1904 printed 125,207 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE STAR LEAGUE, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

DURING the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 88,314 lines, a gain of 32,344 lines. If STAR want ads did not pay, the report would have been different.

IOWA.

THE DES MOINES CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

THE DES MOINES REGISTER AND LEADER, only morning paper, carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE BALTIMORE NEWS carries more Want ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 457,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 13,500; 1c. word; 5c. subsequent.

MINNESOTA.

THE MINNEAPOLIS JOURNAL carried over 35 per cent more Want ads during November, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,039; 1904, 64,333; first 11 months 1905, 67,507; November, 68,848.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands, than any other evening paper. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul DISPATCH for August, 1905, was 61,932. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 708 lines over same month in 1904. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE JOPLIN GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i.e. a word. Average circulation (1913), 11,339; Sunday, 13,736.

NEBRASKA.

LINCOLN JOURNAL AND NEWS. combined circulation over 27,000. Cent a word.

NEW JERSEY.

ELIZABETH DAILY JOURNAL. Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS. with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION. of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A., June '08. Biggest Daily in N. D. La Cotte & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR.—Leading "Want" medium, i.e. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN. Okla. City. 11,358. Publishes more Wants than any four Okla. competitors.

SOUTH CAROLINA.

THE Columbia STATE (☉☉) carries more Want ads than any other S. C. newspaper.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE LEADER, best want ad medium in the booming anthracite field. Largest and best afternoon circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?
Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN.**"
Net paid daily average circulation for December:
903,843 copies per day.
(See Roll of Honor column.)

THIS COUNTS

In Philadelphia the **GERMAN DAILY GAZETTE** is the only GERMAN newspaper recognized as a "Want Medium." Local and general advertisers should consider this feature, for it signifies large circulation and confidence of its readers.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (23,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advs., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

CANADA.

THE Halifax Herald (☉☉) and the **Mail—Nova Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 93,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

THE BI-PRODUCT OF THE POSTAGE ACCOUNT.

Many of the most gigantic industries of this country to-day make their entire profits by systematic utilization of every possible bi-product. Did you ever try to apply this principle to your business? Did you ever stop and figure that the two cents expended in carrying every letter you write will do more than carry that letter? It will also carry additional matter about equal in weight to the letter and envelope. This extra penny's worth of postage can be utilized by enclosing with your letters neat circulars or folders advertising your business, which, if strikingly gotten up, will often gain more attention than if mailed separately. Try this experiment once with the right kind of printed matter and you will be convinced.—Folder from Courier Co., Madison, Ind.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, it paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎)
Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aug., 1905. Daily 40,728 (◎◎). Sunday 50,102. Weekly 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER. Boston (◎◎). greatest trade paper; circulation universal.

BOSTON PILOT (◎◎). every Saturday. Roman Catholics. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE NEW YORK TIMES (◎◎). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎). the authority on fashions. Ten cents a copy; \$4 a year. 11-15 E. 24th St., N. Y.

THE IRON AGE (◎◎). established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—A technical journal of character and standing—*Times*, N. Y. E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issues, 19,000 (◎◎).
D. T. MALLETT, Pub., 23 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 113,242.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, large circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the **EVENING MAIL.** Circulation 15,685, flat rate.

THE DATE

Circulation statements covering the year 1905, will be in time to have attention in Rowell's American Newspaper Directory for 1906—thirty-eighth year of publication—if they are received on, or before,

FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections.

Address

CHAS. J. ZINGG, Manager,
PRINTERS' INK PUBLISHING COMPANY,

Publishers and Proprietors

Rowell's American Newspaper Directory,
10 Spruce St., New York.

OR 1906—38th Year.

an Newspaper Directory, 10 Spruce Street, New York.

PRINTERS' INK. UNDER GOOD AUSPICES.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY. Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3; 500 lines to the page \$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: No. 10 SPRUCE ST.
London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 10, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

THE Julius Mathews Special Agency of Boston, representing New England newspapers, has opened a branch office in Chicago, located in the Marquette Building.

THE first complete circulation statement for 1905 to be received by Rowell's American Newspaper Directory from a daily paper came from the Plainfield, N. J., *Press*. The average for the year was 2,874 perfect copies printed. The statement from the Paterson, N. J., *Guardian* was postmarked at the New York postoffice about one hour later. Next in order came the Greensburg, Pa., *Tribune* and the Lockport, N. Y., *Union-Sun*.

A series of six folders from the Ireland Advertising Agency, Philadelphia, utilizes the text of an article written about the Ireland service for an advertisement in PRINTERS' INK. Each folder is headed by a reproduction of the heading of PRINTERS' INK, as an indication of the prestige the Little Schoolmaster has with advertisers in general. These folders are being sent to national advertisers.

THE CITY VS. THE FARM.

A correspondent of PRINTERS' INK asserts:

Good rural circulation of any publication, daily or otherwise, is, in my opinion, of a greater average value per capita than city or suburban circulation. This is a fact not generally admitted nor recognized, but it grows stronger every year! If this is found to be true eventually, it would demonstrate the fact that the average strength of purchasing power of the country comes from the strata of population or caste which makes and ensures its prosperity,—the farmer! I am, of course, speaking in averages, of importance to advertisers.

THE NEW FARM MAGAZINE.

American Farming is to be the name of the new Doubleday-Page magazine, which appears in February. At a dollar a year it will give good articles on the farm home and buildings, farm animals, insect pests, fertilizers, markets, forestry, farm law, farm values and similar topics. The publishers count it a happy circumstance that this publication is closely following the six and a half billion dollar crop of last year. In their prospectus they say, "Farming is a profession requiring more shrewdness than law, more technical training than medicine, more uprightness than theology, more brains and resourcefulness than pedagogy. It is its own reward. God made farmers. The other professions are parasites." After that there ought to be no difficulty in getting the farmer to subscribe!

ROWELL's American Newspaper Directory is an unprejudiced, unbiased and conscientious publication.—O. C. Harn, traveling manager National Lead Company, 100 William street, New York City.

THE Manchester, N. H., Union has appointed Julius Mathews as its special representative in the foreign field. The Union was formerly represented by the Vreeland-Benjamin Special Agency.

CONSOLIDATION IN MILWAUKEE.

Die Germania and the *Herold*, the two German dailies of Milwaukee, have consolidated. Geo. Brumder, of *Die Germania*, is president of the consolidated company, and H. H. Coleman, of the *Herold*, vice-president. The consolidation makes the new company the largest publisher of German papers in this country, it is said. Both *Die Germania* company and the *Herold* company issue other publications. *Die Germania* will be continued as an afternoon paper and the *Herold* will cover the morning field as before.

SUBSCRIPTIONS DEFINED.

The Postmaster-General, with a view to preventing evasions of the law regarding subscriptions and sample copies in second-class publications, has instructed postmasters to recognize the following as bona-fide subscriptions:

1. Direct subscriptions to the publisher by the subscriber when paid for by him.
2. Subscriptions to the agent of the publisher when actually paid by the subscriber himself.
3. Copies regularly sold by newsboys or local agents or news agents.
4. Copies sent as bona fide exchanges with other publications admitted to the second class, one copy for another.
5. Individual subscriptions desired as bona fide gifts when paid for by the donors for the benefit of the recipients. Such subscriptions will be limited strictly to those coming within that definition, and will not be permitted to be used as a cover for an advertising or other purpose of the publisher or donor. Under this same rule the publisher may become donor of such gift subscriptions, but in all cases the proportion of these subscriptions to the whole list will be considered and given weight in determining the legitimacy of such lists. In this latter class may be included copies sent to prove incertion of advertisements.

PUBLICITY AND RAILROAD RATES.

A Western brewing company had just placed an order for 250,000 beer-bottle labels, says the *Phil delphia Record*. Its product is not sold principally in the city where it is made, but in every city and large town in the United States where beer is consumed, and even in some foreign countries. Despite the handicap of heavy transportation charges this brewery competes successfully with other breweries a thousand miles distant in their own market, simply because it advertises extensively. Through newspaper publicity its name has been made familiar to millions of people who never heard the names of other brands of beer brewed within a mile or so of their homes. No brewer who doesn't advertise would think of ordering labels by the quarter-billion.

NEW AGENCIES.

On January 1 the Ben Levin Advertising Agency begins business at the Marquette Building, Chicago. Ben Levin, its head, was formerly with the H. W. Kastor & Sons agency, St. Louis, and starts with a number of good Chicago accounts.

The C. D. Thompson Advertising Agency was recently incorporated in Omaha, with \$10,000 capital. The corporation succeeds to the advertising business of the late Charles D. Thompson of that city, and consists of Charles W. Robertson, Frank B. Johnson and W. H. DeFrance.

A small agency, the Pettingill-Flowers Co., was lately incorporated at Memphis, headed by W. H. Flowers, formerly with the *Commercial-Appeal* of that city. His associates are A. J. Zellner and E. A. Pettingill, and the concern starts out with a desirable line of local business.

A CHRISTMAS SCHEME.

During the week before Christmas Chicago's "blue pencil" haberdasher, Tom Murray, used the newspapers of that city to advertise an odd store attraction. Thousands of old copper coins of all nations, the accumulation of years of making change, were thrown on the floor of his store daily between the hours of nine and eleven, two and four. Customers walked on money, and were permitted to take two of the coins. Boys and girls coming alone, however, were not allowed to pick.

ADVERTISING GOLF AT PINEHURST.

The American Golf Association of Advertising Interests has perfected plans for a golf tournament at Pinehurst, N. C., January 15 to 17, using the links of the Country Club there. This is the third tournament of the organization. All advertising men interested in attending are advised to communicate with President Frank Presbrey, 7 West 29th street, New York. A special train at low fare is to be run from New York, and a special rate has been arranged at the Carolina Hotel.

A NOVELTY BANK.

A novelty home bank imported by Geo. Borgfeldt & Co., New York, has a clock attachment—or, rather, is a clock with a savings receptacle. To wind the clock a coin must be inserted, whether a penny or a dollar making little difference, so a deposit is made. The device stands nine inches high and retails for \$3. An adaption of this idea to the home-saver banks used in savings campaigns might be profitable. Geo. Borgfeldt & Co. were twenty-five years old in December, and celebrated the anniversary by issuing a sumptuously printed volume showing portraits of the staff of the house, with views of its many branches. The book was executed by the Chasmar Winchell Press, New York.

NEW ADVERTISING CLUB IN NASHVILLE.

A new organization known as the Advertising Men's Club has been formed at Nashville, Tenn. A. B. Clark is president, T. W. Allen, vice-president, H. W. Beaumont secretary and treasurer. Among the members are A. A. Allen, C. W. Farrar, Samuel Leftwich, J. F. Jolly, D. A. Lindsay and A. P. Foster.

FOUR COMMERCIAL SPECIALS.

During January the New York *Commercial* issues four special numbers devoted to industrial subjects. On January 2, a textile edition appeared, with a complete review of the markets, changes in corporations and firms, etc. On January the commercial and trade review, issued heretofore as part of the *Commercial's* annual financial number, was published separately. On January 6 appeared a mining review, and on the same day a supplement devoted to winter travel was issued.

BUTCHERS, grocers and others who use blackboards for advertising the prices of various articles are aware that ordinary black paint soon gives out under repeated rubbings, rendering the board unsightly and the writing oftentimes illegible. The *National Provisioner* recommends the following recipe as one that will give a durable, dead black finish to a board: "Place $\frac{1}{4}$ pound of lamp black on a flat piece of tin or iron on a fire till it becomes red, take it off and leave it until sufficiently cool, when it must be crushed with the blade of a knife on a flat board quite fine; then get $\frac{1}{2}$ pint of spirits of turpentine, mix both together and apply the mixture with a size brush. If the board is new, it would be well to give it one or two coats of lampblack—not burned, but mixed with boiled oil, adding $\frac{1}{2}$ pound of patent driers. After the board is thoroughly dry, apply the burnt lampblack and turpentine. The preparation must be laid on quickly."

The Waterbury, Conn., *Republican* celebrated its twenty-fifth anniversary on December 28 by issuing a 50-page paper. The issue was a credit to its publishers and to Waterbury, which the *Republican* proudly terms "New England's most prosperous community."

PENALTY ON FAKE ADVERTISING.

Merchants associations often meet and pass resolutions against "advertising" in programmes of dances, excursions, church entertainments, etc. The retailers of McKeesport, Pa., have gone a step further. Recently an association was formed in that city, and it was laid down as a by-law of the organization that any member advertising in any programme, giving prizes for entertainments, or printing tickets for them, shall be fined \$25. A second offense means expulsion from the association. Solicitors for advertisements in mediums other than newspapers, says the *McKeesport Daily News*, will now be met with a firm but courteous statement that it cannot be given.

NOT FRED BUT FRANK.

When a New York special agent or advertising canvasser speaks familiarly of Fred Ayer, referring to the head of the great advertising agency of N. W. Ayer & Son, he is giving the fact away that he is not on such terms with the gentleman referred to as would justify addressing him as Fred. Scarcely anybody does that; and this fact comes about for two reasons: In the first place, except his partner, Mr. McKinney, few people are on such terms with the man as would justify them in addressing him so familiarly. In the next place, his name is neither Fred nor Frederick. Speaking on the subject recently, Mr. Ayer said: "My mother named me Francis Wayland, instead of Frederick W., as my advertising friends have for years persisted that my name should have been.

A CITY USING WANT ADS.

The following advertisement, reflecting a general scarcity of labor in the Middle West, is being published in the classified columns of leading Sunday papers adjacent to Bloomington, Ill.:

At Bloomington, Ill.—100 desirable families could be given immediate employment; men as unskilled laborers by interurban, gas, telephone, and nursery companies, etc.; also 100 miners; boys and girls in candy, bonnet and overall factories and private families; ideal home town; best schools. For full information address Bloomington Business Men's Association, Bloomington, Ill.

BUTTERICK TRIO GETS A STAR PERFORMER.

S. Keith Evans, formerly advertising manager of the *Review of Reviews*, has resigned to join the Butterick Publishing Co.'s staff as assistant to Ralph Tilton. Mr. Evans is a Kentuckian, and began his advertising career on a journal called the *Southern Cyclist* when he was fifteen. Coming to New York, he first worked on the *Evening Post*, eventually becoming advertising manager and then manager of the financial department. From there he went to the *Review of Reviews*, where for a number of years he has had charge of a volume of advertising that is perhaps exceeded by one or two other magazines in either the monthly or weekly field.

PROSPEROUS CONNECTICUT.

Connecticut produces an annual hay crop that is worth approximately \$10,000,000.

Connecticut in 1905 raised tobacco which had a total market value of not less than \$2,016,000.

Connecticut yields nearly \$1,200,000 worth of corn, \$180,000 worth of rye, \$150,000 worth of oats and \$65,000 worth of buckwheat.

Connecticut easily turns out a potato harvest that brings in about \$2,200,000.

Connecticut in 1905 produced for the husbandmen peaches, apples and small fruits having an aggregate market value of about \$1,300,000.

Connecticut usually has on hand \$5,200,000 worth of cattle, \$5,000,000 worth of horses and \$560,000 worth of hogs.

And Connecticut possesses no better newspaper than the *Hartford Times*, from which the above paragraph is taken.

A NOVEL BY HERBERT MYRICK BOOK AND PERIODICAL TRADE JOURNALS.

Herbert Myrick, head of the Phelps Publishing Co., Springfield, Mass., has published in that city a frontier story entitled "Cache La Poudre, the Romance of a Tenderfoot." Mr. Myrick spent his boyhood at Fort Collins, Colo., and the tale is based on experiences acquired then, serving also as a memorial of his father and a souvenir of his own boyhood. The author has written several previous stories, as well as numerous books on agricultural and economic subjects.

BACK TO CHESMAN.

A year ago the "Wine of Cardui" account, placed by the Nelson Chesman & Co. agency, St. Louis, was transferred to a new concern, the Wheatley Advertising Agency, at Chattanooga, Tenn., the town where this remedy is manufactured. The transfer was not a happy one, evidently, for now the account has gone back to the Chesman agency, which also acquires the Wheatley concern, and will open a Chattanooga branch. The Chattanooga Medicine Co.'s advertising is said to aggregate \$300,000 to \$500,000 a year.

DEATH OF "PEARLINE" MAN.

William Scott Pyle died at his residence, New York City, on January 1, after a prolonged illness. He was the son of the late James Pyle and was born in New York, April 7, 1856. He was a member of the firm of James Pyle & Sons. In 1881 he married Miss Mary A. Vanderhoef. Mr. Pyle was a member of the Union League, Riding and Lawyers clubs in New York, and of the Somerset Hills Country Club at Bernardsville, N. J., where his country residence, Oakdene, is located. He leaves a widow, a son, W. S. Pyle, Jr., and a daughter, Mary V. Pyle.

FINDLAY, Ohio, Dec. 25, 1905.

Editor of PRINTERS' INK:

I wish you would do me the favor of giving me the names and addresses of journals devoted to the retailing of books, periodicals, stationery, etc. I would be thankful if you could give a list like that of the paper trade periodicals which appeared in your issue for last week.

Respectfully yours,

C. R. GALLOWAY.

Mr. Galloway will find the stationery trade journals listed among the paper trade publications, in the list which appeared in *PRINTERS' INK*, issue of December 20.

The following papers are classified under "Books, Newspapers and Periodicals" in the 1905 edition of Rowell's American Newspaper Directory:

Illinois—Chicago, Bookseller, Monthly I
Chicago, National Printer Journalist, Monthly 5,000
Chicago, Western Publisher, Monthly "JEL."
Mendota, Editors' Friend, Weekly
Massachusetts—Boston, Trade Press List, Monthly
Michigan—Howard, Michigan Bulletin, Monthly "JEL."
Utica, Buckeye and Wolverine Editor, Monthly "JEL."
Nebraska—Omaha, Western Editor, Monthly
New York—New York—*Manhattan and Bronx*,
Editor and Publisher, Weekly "JEL."
Fourth Estate, Weekly I
Journalist Weekly "JEL."
Newspaperdom, Weekly G
Publishers' Weekly "JEL."
Bookseller, Newsdealer and Stationer, Semi-monthly G
Book and Newsdealer, Monthly 4,029
Bookman, Monthly C
Monthly Union, H
Publishers' Guide, Monthly I
North Carolina—Charlotte, Southern Publisher, Monthly, "JEL."
Ontario, Can.—Toronto; Bookseller and Stationer, Monthly H
Toronto, Canadian Bookseller and Library Journal, Monthly "JEL."

Below is given a key to the letter ratings of circulation that appear in these columns. A letter rating signifies that the publisher of the paper did not see fit to comply with the Directory's request for a detailed circulation statement:

Exceeding twenty thousand.....C
Exceeding four thousand.....G
Exceeding twenty-two hundred and fifty....H
Exceeding one thousand.....I

J K L rating indicates that the average issue of the paper is not supposed to exceed a thousand copies, which is the advertiser's unit of value. Papers with 100 or 200 subscribers generally demand about as much for their advertising space as is asked by others issuing 800 or 900 copies. They frequently occupy exclusive fields which some advertisers deem of special value.

A MANITOBA INDIAN LEGEND.

The *Winnipeg Free Press* always sends out some Christmas souvenir characteristic of Manitoba. Last year it was a pen made from the quill of a Canadian wild goose. This year it is a booklet entitled "A Flint and Steel" in which is printed for the first time the legend of the origin of fire as handed down among the Cree Indians, obtained from a manuscript journal of an officer in the Hudson Bay Company's service in 1817. At the end of the narrative is given information about the growth of Manitoba and the *Free Press* the past year. With the book comes a genuine flint and steel, procured from the Hudson Bay Company.

STRENGTH SHOWN BY ADVERTISING.

On the morning after the recent bank troubles in Chicago a striking showing was made in the newspapers of that city by its banks. In the *Record-Herald* nearly two pages of large display ads were printed, giving statements of leading banks and trust companies, many of which invited the business of depositors in the three Walsh banks and offered to take their pass-books on deposit. The institutions represented were: State Bank of Chicago, Chicago Savings Bank, Jackson Trust & Savings Bank, Royal Trust Company, Continental National Bank, Merchants' Loan & Trust Company, Western Trust & Savings Bank, Hibernian Bank, Commercial National Bank, Colonial Trust & Savings Bank, American Trust & Savings Bank, Metropolitan Trust & Savings Bank, National Bank of the Republic, Bankers' National Bank, Mutual Bank and Northern Trust Company.

Among the bequests under the will of the late Charles Tyson Yerkes: The income from a trust fund of \$50,000 goes to Miss Mary Barmore Cook, the daughter of C. A. Cook, once an advertising agent of Chicago. She is an elderly woman and an old friend of the family.

The publisher of the *Minneapolis Journal* says:

The *Journal* made the greatest advertising record in its history in the year just passed by carrying 20,318 columns of paid advertising. This amount was 2,089 columns more than was carried by the *Journal's* nearest competitor, daily and Sunday combined. This record of the *Journal* is all the more remarkable when it is taken into consideration that the Sunday edition of the *Journal* did not start till Sunday, October 1. The *Sunday Journal* has been a great success from the very first issue and has been used more by Minneapolis merchants than any other Sunday paper. The daily edition of the *Journal* contained more advertising during the year than any other Twin City newspaper, daily and Sunday combined. These figures speak eloquently for the productiveness of the *Journal's* circulation.

NO PREMIUMS FOR THE PITTSBURG "POST."

The *Pittsburg Post* finds that canvassers in that city are purporting to take subscriptions to its daily and Sunday editions in connection with premiums, and publishes the following notice:

To prevent imposition upon all those who are anxious to receive and read a really first-class newspaper, the *Post* will pay one hundred dollars (\$100.00) to any one giving notice at its office with satisfactory proof that will lead to the arrest and conviction of any man, woman or coerced child who is engaged in offering cuckoo clocks, berry dishes, cheap pictures, cook books, doctor books, soap, cameras, free homes, trips to Europe for coupons, or any kind of premium whatsoever, in order to obtain subscribers for the *Daily* and *Sunday Post*, or either of them. It is with a feeling of chagrin, shame and sadness that the *Post* calls attention to this attempt to class it with papers whose meretricious methods to bolster their circulation in recent months have humiliated those employed in a great profession, and it is with becoming modesty that the *Post* points out the fact that its circulation daily of 62,582 and Sunday of 71,781 has been gained and maintained solely upon its merits as a newspaper.

WHEN I first handled the Royal Baking Powder Co., Mr. Hoagland told me he was worth just \$80,000, of which I spent in Chicago \$42,000, and that year he sold in Chicago some two millions of dollars' worth. This was the first advertising Mr. Hoagland had ever done in newspapers.—*John Manning*, Dec. 29, 1905.

ALEXANDER A. McCORMICK has resigned as editor and publisher of the Chicago *Evening Post*, to become editor and publisher of the Star League of Indiana, comprising the Indianapolis *Star*, the Terre Haute *Star* and the Muncie *Star*, in which he has secured a large interest. Mr. McCormick succeeds J. C. Shaffer as president of the company, and will remove immediately to Indianapolis, to take personal control of the properties.

ST. JOHN, N. B., Dec. 29, 1905.

Editor of PRINTERS' INK:

Will you please inform me through the columns of your valued paper the names and addresses of any publications devoted to photography. Yours very truly,

R. F. MARKHAM,

Advertising Manager Sun Printing Co.

Twenty-three photographic journals are listed among the trade papers in Rowell's American Newspaper Directory for 1905. Below is given the complete list, with postoffice address, frequency of issue and circulation rating.

California—San Francisco, Camera Craft, Monthly H
Connecticut—Rockville, Progressive Photographer, Quarterly "XL"
Stamford, Photo-American, Monthly 10,440
Illinois—Chicago, Photo Beacon, Monthly G
Kansas—Atchison, American Photographer, Monthly 1,500
Kentucky—Louisville, Trade News, M'y I
Massachusetts—Boston, Photo Era, M'y H
Minnesota—Minneapolis, Western Camera Notes, Monthly G
Missouri—St. Louis, St. Louis Canadian Photographer, Monthly I
Nebraska—Superior, Philatelic West and Camera News, Monthly F
New York—Buffalo, Professional and Amateur Photographer, Monthly H
New York—Manhattan and Bronx, American Amateur Photographer M'y H
Camera and Dark Room, Monthly # # #
Photographer, Weekly
Photo Critic, Monthly
Photographic Times-Bulletin, Monthly H
Photo-Miniature, Monthly 5,191
Professional Pointer, Monthly
Traveler, Monthly "XL"
Wilson's Photographic Magazine "XL"
New York—Brooklyn, Photo Straws, Monthly I
Pennsylvania—Philadelphia, Camera, M'y G
Texas—Dallas, Southwest Photo, M'y "XL"

If a publisher desires a circulation rating in figures, and will submit a detailed statement for one year, a figure rating will be accorded, otherwise a rating in letters is given.

The meaning of the various

symbols found in the above list follows:

Exceeding seven thousand five hundred.... F
Exceeding four thousand..... G
Exceeding twenty-two hundred and fifty.... H
Exceeding one thousand..... I

J K L rating indicates that the average issue of the paper is not supposed to exceed a thousand copies, which is the advertiser's unit of value. Papers with 100 or 200 subscribers generally demand about as much for their advertising space as is asked by others issuing 800 or 900 copies. They frequently occupy exclusive fields which some advertisers deem of special value.

The editor of Rowell's American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of this paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper; but to this offer the publisher's response was not about as to entirely remove the impression of doubt that had been cast on the accuracy of the statement furnished.

CLOTHING ILLUSTRATIONS.

A writer in the *Dry Goods Reporter* has the following to say regarding clothing cuts and the use of them in advertisements:

Use cuts, lots of cuts, but have them picture a man in such garments as will appeal to your clientele. The fashion illustrations of to-day show little resemblance to those used a few years ago. The old style, now known as "boiler plate," were drawn by cheap artists, who had no conception of life or style. The appearance was as though the clothes were made of iron and rivets, the man melted and run into the clothes mold. Then the garments were hammered into knife-like creases, the whole ensemble being so hard that it would ring like a bell if hit with a hammer. To-day the *modus operandi* has changed. Good illustrations are drawn from real, live men, posed in natural positions, wearing the garments the cut is intended to portray. Where wrinkles are, wrinkles are drawn. Cloth looks like cloth—not like iron boiler plate. Character of cloth should be shown. There should be a marked difference between the roll of a heavy winter overcoat and the shop wrinkle of the cravenette. Some artists show this difference; others do not.

Cuts differ greatly. Some will pull, while others are but space-eaters. The first requisite in a cut is printing qualities—one that will print clear and sharp, with good contrasts, from jet black to light grays and white. When the printing qualities are assured, the next feature of importance is that subtle something called style, and in this quality most clothing cuts are sadly lacking. The illustration may be correctly drawn, the clothes well tailored, but if style is lacking the cut will be worse than useless. While the readers of your ads may not be art critics, they feel the difference, though they are unable to point out the technical defects. A good snappy illustration tells more, means more, to the average man, than the most cleverly written description; a picture leaves its mark where cold type fails to put a dent

A MOTOR MEDIUM.

As an indication of its importance to automobile advertisers, the Chicago *Record-Herald* reproduces a specimen double page from its Sunday issue, showing nine full columns of classified auto ads, chiefly small wants. The paper carries more advertising in this field than any of its contemporaries, according to its own statement, and also prints the most reliable and complete auto news.

AGENCY CHANGES IN ST. LOUIS.

The Western Advertising Co., St. Louis, has been sold to the Humphrey Advertising Co. of Chicago. A St. Louis office of the latter agency will be established in charge of G. P. Foute, lately with the W. H. Kastor & Sons Agency, of the same city. The Humphrey agency's Chicago offices are in the Monon Building. It is capitalized at \$200,000, and is five years old. It controls advertising rights in 4,272 railroad depots throughout the country, and upon this has built up a general newspaper and magazine business. D. McCool, formerly a railroad man, is its president.

"McCLURE'S" TO REACH THE FARMERS.

McClure's Magazine has opened an extensive campaign in farm papers to attract country people to its subscription lists. A radical offer is made of three months' trial of the magazine free, the name of any inquirer being entered on the lists with the understanding that at the end of three months, the magazine is to be stopped or paid for. Large display copy, together with reading notices, appear in the following publications; reaching nearly seven and a half million subscribers:

Woman's Farm Journal....St. Louis.
Woman's World.....Chicago.
Agricultural Epitomist....Spencer, Ind.
Successful Farming.....Des Moines.

Farm Magazine.....Omaha.
Successful Agriculture.....St. Paul.
Twentieth Century Farmer.....Omaha.
N. W. Agriculturist.....Minneapolis.
Breeder's Gazette.....Chicago.
Farm, Field & Fireside.....Chicago.
Farmer's Review.....Chicago.
Markets.....Chicago.
Orange Judd Farmer.....Chicago.
Prairie Farmer.....Chicago.
Farmer's Guide.....Huntington, Ind.
Rural New Yorker.....New York.
Ohio Farmer.....Cleveland.
Michigan Farmer.....Detroit.
Practical Farmer.....Philadelphia.
National Stock & Farm.....Pittsburg.
Farm & Ranch.....Dallas.
Wisconsin Agriculturist.....Racine, Wis.
Hoards Dairyman.....St. Atkinson, Wis.
Homestead.....Des Moines.
Wallace's Farmer.....Des Moines.
Farmer's Tribune.....Sioux City, Iowa.
Inland Farmer.....Louisville.
New England Homestead.....Springfield, Mass.
American Agriculturist.....New York.
Star.....Kansas City.
Colman's Rural World.....St. Louis.
Farm Life.....Chicago.
Farmer's Voice.....Chicago.
American Farmer.....Indianapolis.
Up-to-date Farming.....Indianapolis.
Green's Fruit Grower.....Rochester.
Gleanings in Bee Culture.....Medina, O.
Farm Journal.....Philadelphia.
Dakota Farmer.....Aberdeen, S. Dak.
Metropolitan & Rural Home.....New York.
Kimball's Dairy Farmer.....Waterloo, Iowa.
Missouri Valley Farmer.....Topeka.
Home & Farm.....Louisville.
Farm & Home (E & W. eds.).....Springfield, Mass.
Gleaner.....Caro, Mich.
National Fruit Grower.....St. Joseph, Mich.
Farm, Stock & Home.....Minneapolis.
Farmer.....St. Paul.
Western Fruit Grower.....St. Joseph, Mo.
Nat. Farm & Stock Grower.....St. Louis.
Field & Farm.....Denver.
Tribune Farmer.....New York.
Kansas Farmer.....Topeka.
American Cultivator.....Boston.
Country Gentleman.....Albany.

Farm & Fireside (E. ed.) }
" " (W. ") } Springfield, O.

Southern Agriculturist.....Nashville.
N. W. Pacific Farmer.....Portland, Ore.
Farmer.....Guthrie, Okla.
Farm News.....Springfield, O.
Farmer's Tribune.....Minneapolis.
Farmer's Call.....Quincy, Ill.
Commoner.....Lincoln, Neb.

AN AUTOMOBILE ADVERTISEMENT THAT IS DIFFERENT.

The following advertisement recently appeared in the classified columns of the New York *Herald*:

AUTOMOBILE FOR SALE. Without warranty. A new 40-50 h. p. Leon Bolle Automobile; has been run less than 3 months and has proved most unsatisfactory. This machine is claimed to be sold for account of Norris N. Mason, agent of Leon Bolle. May be seen at the National Automobile Company, 205 East 86th street, New York City. Apply to SAMUEL UNTERMYER, 30 Broad St, N. Y. City.

THE Galesburg, Ill., *Republican-Register* has recently installed a new 24-page Potter press. It is located on the ground floor, and may be seen from the street, through plate-glass windows. The *Republican-Register* has been eligible to the Roll of Honor ever since this department was started in PRINTERS' INK.

MAIL-ORDER INSURANCE.

In the final days of the New York life insurance investigation Richard Wightman, head of the Life Insurance Club of New York, was called, and gave testimony about this enterprise, which is conspicuous through its magazine advertising. Mr. Wightman was formerly pastor of Christ Presbyterian Church, Broadway and Seventy-first street, New York. Then he was for a time connected with the New York Life. He conceived the idea that it was possible to write life insurance by advertising and without employing sub-agents. He conveyed the idea to officers of the New York Life. They doubted the practicability of the scheme, but entered into a contract with him. It was part of Wightman's plan that applicants for insurance through him should become members of a club known as the Outlook Life Insurance Club. He had worked for the New York Life only a few months when his contract was terminated. The New York Life officials said the terms of the contract had been violated, but Wightman testified that he had never been able to find out in what the violation consisted. Mr. Wightman testified that through his system he had procured a larger number of policies for the New York Life in the period of his employment than any other agent. The policies averaged about \$1,200 each and were sold to a good class of risks. Mr. Wightman had heard that the New York Life received complaints against his work from the company's field agents. At the termination of his

contract Wightman took up with the Reliance Life Insurance Company of Pittsburg. In advertising the "club idea" Wightman did not state the name of the company in which the policy was to be taken. The Equitable, the Mutual and the Prudential objected to this and protested to the magazines against carrying Wightman's advertisements. Wightman offered to make it plain that the policies were not to be taken out in any of the objecting companies, but this was not satisfactory, and the three companies notified many of the publications that they would withdraw their advertisements if Wightman's were accepted. Wightman organized the Life Insurance Club of New York about a year ago. It is a stock corporation. The capital and surplus of the company is about \$113,000. Of this \$100,000 is deposited as a reserve with the New York State Insurance Department. The company has no liabilities except the policies issued. These are 205 in number, aggregating \$340,000. Wightman is president of the company and William R. Malone vice-president and secretary. Neither of them draws any salary. Wightman testified that about 6,000 of the club's 10,000 shares have been disposed of at an average of about \$30 a share. Par is \$10. Wightman said that he and his associates had put about \$100,000 into the club and that the excess had been used to provide the club's surplus. About \$175,000 had been taken in on the distribution of the stock. The premium on some of the company's policies is 10 per cent cheaper than the regular rates. Wightman expressed the opinion that the rates would be considerably lower after the club was a little older. The Armstrong committee was particularly interested in Wightman's testimony, because officers of the other companies which have been paying enormous commissions to agents have contended that practically no business could be written without an active agency force.

A HANDSOME, compact book from the stationery department of the Loeser store, Brooklyn, shows numerous samples of correspondence paper and social stationery, with specimens of copper engraving, prices, etc. The brochure is commendable for completeness of information.

WOULD ABOLISH TRADE JOURNAL COMMISSIONS.

George H. Gibson, an advertising expert in the machinery field, recently addressed the Technical Publicity Association of New York City on "Lost Motion in Machinery Advertising." Mr. Gibson believes that the commission, when paid by machinery and engineering journals, represents waste to the advertiser, as it makes for unstable rates:

When the advertiser spends \$1,000 for advertising space, he ought to get \$1,000 worth of paper and press-work, postage and editorial service and business management. I do not see why he should pay for \$500 worth of misrepresentation or \$375 worth of hypnotic ability. I am led to say this by the fact that I have known some papers to cut their rates in two or more, and I have known others to offer commissions as high as 37½ per cent. An instance has recently been related to me in which a publisher offered a solicitor 50 per cent commission in addition to a salary of \$30 per week. High commissions in the advertising business, as in the insurance business, are an indication of unhealthy conditions. Where a paper is known to give commissions or cut-rates to anybody, it should give the same reduction to the advertiser who employs his own advertising expert. I have many times seen publishers, when pressed for the reason which led them to grant an agent's commission contrary to their own expressed wishes and ideas of square dealing, shrug their shoulders and say, "We wanted the business and we couldn't get it in any other way." Well, if that's the way it works, I see no reason why the advertiser, himself, if he tries, should not get a discount from such papers directly. I am happy to be able to state that the publisher of four of the leading engineering journals has recently issued a notice cutting off all commissions and that the list of non-commission-paying and non-rate-cutting journals now includes most of those of high standing.

A CHARITY COLUMN.

Newspapers like the *Boston Transcript*, known to reach well-to-do persons, usually receive a great number of requests for free notices of charitable societies, and give far more publicity to them than papers of more general cir-

ulation. The *New York Evening Post*, for instance probably publishes more notices of this character than all other New York dailies combined. As a means of publicity for institutions that can afford to pay for space the *Boston Transcript* has a regular charity column of display advertising, printed usually on Saturdays. The following reproduction gives a notion of how such advertising is written:

Charities

"And he took her by the hand and said unto her, *Talitha cumi*; which is, being interpreted, Damsel, I say unto thee, arise."—Mark v. 41.

Talitha Cumi Maternity Home

204-206 WEST BROOKLINE ST., Cor. Warren Ave.

N. E. MORAL REFORM SOCIETY LEGAL

Organized in 1886. Incorporated in 1846.

"It is the object of this society to provide and maintain a home for the shelter and salvation of erring girls who are facing maternity, to receive and instruct them during the waiting period, bringing such influences to bear upon them in their sorrow that they shall be led to enter God's open door of forgiveness and hope, to encourage them in meeting the sacred obligations of motherhood; to assist them in finding suitable occupation and to follow them with Christian love and care as they go forth to begin life anew."

Owing to the pressing need for better facilities, the Society earnestly solicits donations and bequests. . . .

Any one desiring further information may address Dr. JULIA MORTON PLUMMER, Corresponding Secretary, 206 West Brookline Street, Boston. SW12t o 23

BOSTON CHILDREN'S FRIEND SOCIETY

(Legal Title—Incorporated 1834)

A private charity which secures homes for needy children in carefully selected families and supervises them constantly through trained visitors. A thorough study is made of each case coming to the Society and an earnest effort is made to keep the children with their own people whenever possible. The Society is in urgent need of bequests and donations and they will be gratefully received.

President, HENRY H. PROCTOR, 222 Commonwealth Ave.; Treasurer, WILLIAM GUNN, CY WALES, 69-73 Purchase St.; General Secretary, SEYMOUR H. STONE, 48 Rutland St. WS104t o 15

BOSTON DISPENSARY

(Legal Title)

Established 1760. Incorporated 1801

A private charity providing medical attendance and medicines for the sick poor. Attended to over 92,500 visits from patients at its hospital, and made over 21,500 visits at patients' homes in 1904. Bequests and Donations for additions to buildings are much needed.

Managers:

Robert A. Bolt, President.
Moses Williams, Jr., Secretary
E. Pierson Beebe, Henry Pickering.
Edward S. Crow, Charles R. Sturgis.
Randolph C. Crow, Edward R. Warren.
Wolcott H. Johnson, Charles G. Weld.
William B. Fatten
PHILIP S. PARKER, Treasurer.
o 23 WS10t (22) 84 State St., Boston.

BIG SPECIAL.

In the second anniversary issue of the Los Angeles *Examiner*, printed recently, were more than 670 columns of advertising, according to the publishers, which is said to be a larger volume of advertising than has ever appeared before in a newspaper.

IT IS TO TRUST.

The annual catalogue of "Old Trusty" incubators and brooders, from the M. M. Johnson Co., Clay Center, Neb., is printed in a handier form than was this company's previous catalogue, and has a special cover design of marked beauty. All the old features that have made the book effective are retained, as the photographs of purchasers all over the world and the comment of Johnson himself.

CURTIS PUBLISHING CO.
OPENS BUFFALO OFFICE.

On January 1 an advertising office for the *Ladies' Home Journal* and *Saturday Evening Post* was opened at Buffalo, in the Elliott Square Building. This extension of forces indicates how rapidly magazine business is developing between New York City and Chicago. While hundreds of new advertisers are springing up all over the country, there is no section, it is said, where new business has developed so fast as among the manufacturing cities of Central New York State. Rochester, Syracuse, Binghamton, Jamestown, Elmira, and other points thereabouts, furnish not only large accounts such as that of the Kodak, but dozens of small ones. All the manufacturers in this territory seem to be awake to the value of advertising, and periodically one of them sends to the New York office for information. Heretofore, it has been the practice to send a representative to visit such inquiries, but it was felt that no permanent acquaintance in the territory was being formed, and, instead of creating business, the magazines were

simply taking that which came into existence spontaneously. With an office at Buffalo, the territory will be adequately covered. This new advertising office will not give any attention to territory west of New York State, and will leave that east of Albany, and perhaps Utica, to the New York office. South of New York State the territory is in charge of the Philadelphia office.

Howard E. Spaulding is to have charge in Buffalo. Mr. Spaulding is the son of E. W. Spaulding, advertising director of the Curtis Publishing Co., who supervises business in New York City. Until recently, he has been the Buffalo representative of the Root Newspaper Agency and the publishers of the *Dry Goods Economist*. He entered their employ after leaving college, and as the Root interests lie in much the same field as those of the Curtis Publishing Co., young Spaulding has really been trained to get business in opposition with his father. The success with which he has carried out several national propositions rather please the latter. Cyrus Curtis has long had his eye on the younger Spaulding, and has watched him work up with the Root forces from a place as office boy, through the stages of rate clerk, assistant to the manager, local solicitor and, finally, branch manager. His accession to the Curtis forces was brought about entirely by Mr. Curtis himself. Speaking of young Spaulding's work, the Root people recently said: "He puts into successful practice original ideas and varied experiences. He understands the advertising way to success because he has watched and profited by hundreds of instances. He can take a national proposition or a local one and plan for results accordingly. He knows the consumer's attitude toward a product as thoroughly as the dealer's, and can hinge both together in a plan that impresses with its comprehensive practicability. You call for ideas in the morning and see rough sketches next day, and it will be bright, telling stuff, too."

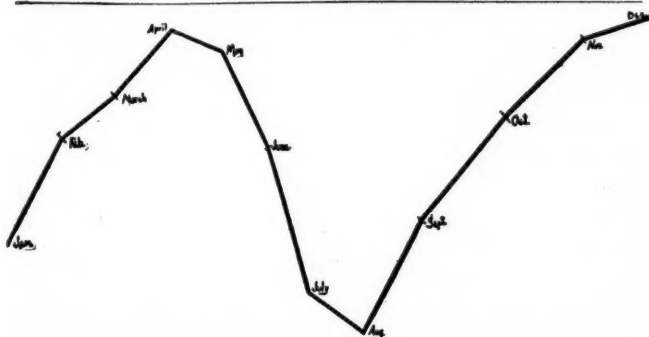
A YEAR'S MAGAZINE ADVERTISING.

During the past year PRINTERS' INK has made a monthly enumeration of the advertising carried by leading American magazines, monthly and weekly. With a view to determining what months the greatest amount of advertising is carried, and the least, as well as other interesting points, a group of twelve monthly magazines has been separated for the year 1905 and subjected to a special summary. This group is made up of four representative high-grade magazines (*Harper's Monthly*, *Century*, *Scribner's* and *Review of Reviews*), four representative

least advertising is carried is August, with July second and January third. October and March are very nearly equal, as are February and June. The totals for the twelve magazines by calendar months are as follows:

	Pages.	Agate Lines.
January.....	1,030	230,826
February.....	1,306	292,638
March.....	1,423	318,840
April.....	1,503	357,025
May.....	1,555	348,410
June.....	1,323	296,130
July.....	950	212,829
August.....	853	191,160
September.....	1,152	258,141
October.....	1,424	319,119
November.....	1,647	368,935
December.....	1,688	378,306

The average amount of advertising carried by each of these



popular-priced magazines (*Munsey's*, *McClure's*, *American Illustrated Magazine* and *Everybody's*), and four representative women's magazines (*Ladies' Home Journal*, *Delineator*, *Woman's Home Companion* and *Good Housekeeping*). It was thought that statistics of such a group would pretty nearly indicate a standard of variation in advertising patronage for all magazines in general. In the following figures, except the months of April, May and June, the advertising totals deal with advertising other than that printed by the publishers in their own magazines, but in the three months named a gross count was made.

The month in which most advertising is carried is December, with November second, April third, and May fourth. The month in which

twelve magazines, each month in the year, when equally apportioned between them, is as follows:

	Pages.	Agate Lines.
January.....	85	19,235
February.....	100	22,553
March.....	118	26,570
April.....	132	29,752
May.....	134	29,034
June.....	102	23,010
July.....	79	17,719
August.....	71	15,930
September.....	96	21,511
October.....	118	26,593
November.....	137	30,744
December.....	140	31,525

Individually, the magazines considered stand as follows in their aggregates of advertising carried for the entire year of 1905:

	Pages.	Agate Lines.
McClure's.....	1,883	421,801
Review of Reviews.....	1,723	385,989
Harper's Monthly.....	1,687	378,254
Scribner's.....	1,520	340,494
Munsey's.....	1,511	338,541

	Pages.	Agate Lines.
Everybody's.....	1,395	312,644
Century.....	1,337	299,579
Ladies' Home Journal	1,122	251,492
American Illustrated Magazine.....	1,040	232,966
Delineator.....	969	217,158
Good Housekeeping..	919	205,995
Woman's Home Com- panion.....	889	198,149

In these estimates the large-size magazines are calculated in standard magazine pages, 224 agate lines to the page, and the same ratio is observed in the following tabulation of the average amount of advertising carried by each magazine monthly throughout the year:

	Pages.	Agate Lines.
McClure's.....	156	35,150
Review of Reviews....	143	32,165
Harper's Monthly....	140	31,521
Scribner's.....	127	28,374
Munsey's.....	125	28,211
Everybody's.....	116	26,053
Century.....	111	24,964
Ladies' Home Journal.	93	20,957
American Illustrated Magazine.....	86	19,413
Delineator.....	80	18,066
Good Housekeeping...	76	17,166
Woman's Home Com- panion.....	73	16,512

That the curve of advertising deduced from the year's showing of these twelve magazines is approximately correct is shown by this tabulation of the months in which each magazine carried its greatest amount of advertising and its lowest:

	Largest Showing in	Smallest Showing in
McClure's.....	Nov.	Aug.
Review of Reviews..	Dec.	Aug.
Harper's Monthly..	Dec.	Aug.
Scribner's.....	Dec.	Aug.
Munsey's.....	Nov.	Aug.
Everybody's.....	Feb.	Aug.
Century.....	Dec.	July
Ladies' Home Jour- nal.....	Nov.	Aug.
American Illustrated Magazine.....	Dec.	Aug.
Delineator.....	Dec.	Aug.
Good Housekeeping	Nov.	Aug.
Woman's Home Companion.....	Oct.	Aug.

It might not pay to advertise that the wheels on a grain drill revolved; it would probably pay to advertise to the farmer that they revolved for a purpose.—*Agricultural Advertising.*

Do not put off until to-morrow the ad that could be written to-day, for you may have the headache.—*Agri-cultural Advertising.*

ADVERTISING THE CURE FOR ILLEGITIMATE PIANO METHODS.

To offset the evils of storage warehouse advertisements, the legitimate dealers must use more space than these delinquent warehouses do, must tell the public in plain, honest terms how these warehouses are treating them. If you wish to get rid of the illegitimate dealer, you must do something along the lines of regular advertising and of business. You have got to do it as a mass, not as individuals. You have got to put your hands in your pockets. You have got to meet the illegitimate advertiser on his own ground. He will not meet you on your ground because he is not a fool. You should come out in the papers with a clear statement, quoting facts, giving the names of people who have been defrauded, and prove that the illegitimate advertiser is a liar.

The great middle class of people is the class which buys the best pianos, and it is these people who are being gulled by the illegitimate piano man. They go to the storage warehouses because you are not advertising your pianos as you ought to. He uses more space and writes better ads than you do. What you gentlemen have got to do is to carry dignity into the slums. If the storage warehouse comes out with an illegitimate advertisement you should come out the next day with a fair, honest statement, proving him to be a liar. Let your association buy the space in the paper, employ women to investigate, and publish their reports.—*Nathaniel C. Fowler, in Music Trade Review.*

THOSE "WINDOWS FULL OF IT."

There are, says the proverb, tricks in all trades—and there are just as many of them in the book-trade as elsewhere. One of the hardest-worked of these is known as the "window display." You have often seen, of course, large shop windows filled entirely with stacks of copies of one lonely novel. If you thought that every one of those copies belonged to the owner of that shop; if you fondly believed that the wise retailer had ordered all those copies because he had faith in the coming popularity of the novel in question, and if you, therefore, went in and bought the book because you wanted to be familiar with the latest "big seller"—why, then you merely thought and believed and bought as the combination of publisher and bookseller wanted you to do. It is a fact that most "window displays" are advanced free of charge to the retailer and are returned at the end of a specified period—to be passed to another retailer in another town. The theory is that the average novel reader will buy whatever story he thinks the other novel readers are buying—and a pretty sound theory it is.—*Saturday Evening Post.*

OFFSETTING THE PRICE ARGUMENT.

When a low price—a cheap price—is the principal argument used in selling a stove, and "saving you a heap of money" crops out many, many times in the talk, you can make up your mind that quality, durability and many other essentials have been sawed off to get that cheap price. It costs money to make a cheap stove—to fit the doors and drafts so that it will hold fire and save fuel. As to the material, it can be bought as cheap as desired, but only the best will wear and last.—*From an advertisement of Thomas Rowland, of Houston, Minn., reproduced in The Hardware Trade.*

Mr. VIRGIL A. GEIGER, editor of *The Truth*, of Churubusco, Ind., is sore on somebody, and in a recent issue of his paper voices his displeasure in the following lines:

"We understand that patronage is being withheld from *The Truth* because certain parties do not like the editor. In doing so they are not hurting Geiger, as we are getting along fairly well. And why? If we must knuckle to a man, if we must be his dog, if we must pat a skunk on the back to get his dinky little patronage, then we rebel."

A FIRM in Old Mexico is advertising Ingersoll Dollar Watches "for only \$8.00."—*Pacific Coast Advertising.*

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Printing office. H. L. WESTCOTT, Savannah, N. Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

I WISH to buy for a responsible client a monthly trade or class publication. Give full particulars and lowest cash price in first letter. Address 531 E., care Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

ARE YOU looking for an Executive, Clerical, Technical or Salesman position? We have hundreds open. Write for booklet. HAPGOODS, Suite 611, 300 Broadway, N. Y.

WANTED—Experienced man to take charge of advertising department of manufacturing establishment. Give age, experience and salary. R. W. P., care of Printers' Ink.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid—ag's wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Active partner in lucrative business; cash capital required, \$2,500, amply secured. This advertisement will not appear again. Address "LUCKRATIVE," care of Printers' Ink.

WANTED—Man to handle New York advertising for trade journal. Must be cracker-jack, steady, experienced and able to earn at least \$5,000 a year. Answer, giving references, Confidential. "B. M.," care of Printers' Ink.

HIGH-GRADE newspaper man wants editorial position. Strong recommendations from present employers. Broadly educated, college and law, good judgment, thorough knowledge of newspaper and other business. Address "N.," Printers' Ink.

WE wish to hear at once from manufacturers of wagon umbrellas, signs of tin, wood and other materials; also caps and other novelties. Give quotations and other information. Address "STOCK," care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 516 Grand Ave., Kansas City, Mo.

WANTED—A young man with some experience in advertising writing to assist in editorial department of large manufacturing concern. While salary is not large to start with position offers good future to right man. Address: THE SHERWIN WILLIAMS CO., 104 Canal St., Cleveland, Ohio.

AM young and well equipped to fill a position in your advertising department or advertising agency; moderate salary. AD. WRITER, Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

DOUBLEDAY, PAGE & COMPANY, 133 East 16th Street, New York, wish to add to their staff two expert and experienced proof-readers; those who have some knowledge of botany and kindred subjects preferred. These positions will be open the first of January. Only persons willing to work in an open shop desired. Loyalty to employer in return for good treatment expected. Also, a few good compositors and stone men will be needed. The best references required.

Reply by letter only, stating experience and qualifications,

DOUBLEDAY, PAGE & COMPANY.

WANTED—Position as city editor or managing editor of daily newspaper in a small city by well educated, thoroughly experienced young man now out of work as result of a newspaper failure. Techn. knowledge of printing. May buy interest. Excellent testimonials, references, etc. **WILLIAM L. GEPPERT**, Greensboro, N. C.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8.00 place, another \$5.00, and any number earn \$1.50. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert. 1467 Temple Court, New York.

ADDRESSES FOR SALE.

LIVE Names. Fresh. Result-bringers. **HEBERG**, South Omaha, Neb.

POSTAGE STAMPS.

25 OFF, ungummed, unused, U. S.; c. o. d. **R. E. ORSER**, R. 6, 94 Dearborn St., Chicago, Ill.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY**, Rittenhouse Bldg., Phila.

DUPLICATING DEVICES.

DUPLICATORS—The "Modern" Duplicator costs \$2.75 to \$6.75, according to size. The **NEW** (Clay Process) method of Duplicating—of Printing Letters, Price Lists, Circulars, Quotations, etc. 100 perfect copies from each writing (pen or typewriting). Write for descriptive booklet. **DURKINS, REEVES & CO.**, Pittsburg, Pa.

DISTRIBUTING.

HOUSE-TO-HOUSE distributing estimate made free for any advertiser who is interested in securing an honest house-to-house distribution in the Southern States; same towns which we cover four times a year for the **Peruna Drug Mfg. Co.**, which contract is now in its fifth year. Write **CHAS. BERNARD**, Savannah, Ga., or 1516 Tribune Building, Chicago.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

We print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

ADVERTISING MEDIA.

THE BILLBOARD, America's Leading Theatrical We. kly. 12th year. Cincinnati, O.

THE EVANGEL. Scranton, Pa. Thirteenth year; 2c. a copy line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE 1906 issue of the American Newspaper Directory shows that the average issue of the **Troy (O.) Record** in 1904 was 1,150. Average in 1903, 1,138.

POPULATION of 30,000, city and country, served daily by the **Middletown (O.) News**. Home city of 12,000; busy manufacturing center; covered thoroughly, and six rural routes almost wholly with the **Middletown News** daily. This is the great Miami valley, one of the most prosperous sections of Ohio. The **News** claims to have a larger circulation, and one of better character, than any competitor in its field. Advertising rates are higher than those of other local papers, but lower on a basis of per hundred of circulation. Over 2,000 bona fide subscribers. Advertisers are invited to investigate these claims. No weekly published as the daily covers the whole field.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

PREMIUMS

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

SUPPLIES.

NOTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes (dual p. 100 for 60c.; 250 for \$1.10; 500 for \$1.50; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **MERIT PRESS**, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the tract.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is used regularly by the following reliable firms: California Billposting Co., Los Angeles, California; Busby Brothers, Marshalltown and Clinton, Ia.; Chas. H. Fuller's Advertising Agency, Chicago, Ill.; United States Press Clipping Bureau, Chicago, Ill.; Home Railway and Signal Manufacturing Co., Peoria, Ill.; American Cigar Co., Savannah, Ga.; Amsterdam Supply Co., New York, N. Y. Write for free sample. **BERNARD'S AGENCY**, 1516 Tribune Building, Chicago.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York, 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADVERTISEMENT CONSTRUCTORS.

O. O. BUCK, Treynor, Iowa, specialist in jewelry and optical advertising. Booklets, circular letters, newspaper copy, etc.

DOES your advertising pay? If I write it, it does. Send me the data. I will write you one ad free. **LOUVEL A. BLISOLY**, Norfolk, Va.

12 ADS FOR \$2.

Think of it—12 good business-getting ads; enough for a month. Send me \$2 and tell me your line. **CHESSUM**, Brantford, Canada.

Real practical type information, used continually in advertising, is placed at your finger-tips, on The Advertiser's Rule. It's of metal.

By Mail 50 cents. Send for Folder.

L. ROMMEL, JR.

6rd Merchant St., Newark, N. J.

I I CONSTRUCT PECULIAR ADVERTISING matter—peculiar enough to win a second glance from the busiest man it reaches. The second glance of a keen business man is worth working for, and the keener he is the greater is the value of that second glance.

I make Circulars, Folders, Price-Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc.—all of these with "peculiarities" of their own. **No. 50. FRANCIS I. MAULE**, 402 Sansom St., Phila.

ELECTROTYPERS.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WESTER, CRAWFORD & CALDER** 45 Rose St., New York.

TRADE JOURNALS.

"REAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on **U. S. SOUVENIR POST CARD CO.** 1140 Broadway, N. Y.

CLASS PUBLICATIONS.



20,000 Buyers of (\$1,025,000,000 annually) Hardware, Housefurnishing Goods, etc.

Read every issue of the **Hardware Dealers' Magazine.**

Write for rates. Specimen Copy mailed on request. **258 Broadway, N. Y.**

ZINC ETCHINGS.

DEEP LINE CUTS at six cents per square inch **STANDARD**, 61 Ann St., New York.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance. don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles Fiesh Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY.** 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the Trust.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an **IMITATION TYPEWRITTEN LETTER** and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

HALF-TONES.

GOOD half-tone for either the newspaper or job department. **STANDARD**, 61 Ann Street, New York.

PERFECT copper half-tones, 1-col., \$1: larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.** Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.,** Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 416, Philadelphia, Pa.**

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 173 Vermont St., Buffalo, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

H. W. KASTOR & SONS ADVERTISING COM PANY, Laclede Building, St. Louis, Mo.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

THE H. I. IRELAND ADVERTISING AGENCY. Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. **THE DESBATS ADVERTISING AGENCY, Ltd.,** Montreal.

TO MY CUSTOMERS—A large number of publishers have been writing complaining of my quoting lower rates than publishers' price. This complaint emanates from an agency that charges full publishers' price, to which they are entitled, considering they take business on a credit basis. Many of these publishers cut rates by allowing advertisers agency commission because the advertiser runs a so-called advertising agency as an annex. In order to obtain rates to which they are not entitled, and in many instances publishers know it.

As I pay every cent I agree to for space, I do not permit any publisher to dictate to me what profit I make on the transaction.

The cut-rate system was not originated by me, but the sharp competitor in business methods will not permit me to charge as much as many agencies, my system of cash with order being entitled to concession. Send for list of mail-order publications. **STANLEY DAY,** New Market, N. J.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 5% com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog ad. novelties free. **ST. LOUIS BUTTON CO.,** St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE HITCHKOPF & HOAG CO.,** Newark, N. J. Branches in all large cities.



Greatest Advertising Novelty on the market. Better than circulars, padlock and puzzle combined.

KANGAROO LOCK We'll stamp your advertisement or any design on the front. Give them away to your customers, offer them with certain goods, or sell them at a big profit. Write at once for prices in quantity. Address **GENERAL SPECIALTY CO.,** Arcade Building, Philadelphia.

FOR SALE.

FOR SALE—Several hundred electrotype pages, 7x9. HUMOROUS, 408 Misch Building, Providence, R. I.

FOR SALE—Gloss Clipper Press, in good condition; 14,000 an hour; a bargain. GEORGE B. CRATEK, Raleigh, N. C.

PACIFIC NORTHWEST, Weekly Newspaper, \$350; money maker; bright future. B. C. NICHOLS, Mountain View, California.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," Printers' Ink.

ABOUT 2,000 NEWSPAPER files in good condition for sale cheap. "X," Box 426, care of Printers' Ink.

FOR SALE—Semi-weekly newspaper in best residence town in Southern Oregon. Particulars and reason for selling given in confidence. Address "EMERGENCY," care of Printers' Ink.

FOR SALE—Nearly a thousand pounds of Brevier type for country newspaper. We have been using it on book work, but have now put in monotypes and have no further use for it. Price fourteen cents a pound. THE SALEM (Mass.) PRESS COMPANY.

PATENTS.

PATENTS that PROTECT

Our 8 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

S SHEPHERD & PARKER, Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 65c.; 200, 95c.; 500, \$1.50; 1,000, \$3.00. Write for booklet and specimens. HOPKINS CO. 1 E. 42d St., N. Y.

ADWRITING.

89 Adwriting Rules 10c.

A booklet containing several rules that you do know, some that you have forgotten, and many that you don't know, although you assuredly ought to.

L. ROMMEL, JR.

63d Merchant St., Newark, N. J.

CATCH PHRASES.

FORCEFUL, original catchlines—150—250. BAUR CO., 807 Bergen St., Brooklyn, N. Y.

PAPER.

B BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty, Diamond B Perfect White for high-grade catalogues.

PUBLISHING BUSINESS OPPORTUNITIES.

A SPLENDID foundation for class monthly, in responsive and growing field. Gross business over \$15,000. Fair subscription list. Can be bought for about \$10,000. Publisher of means and ability. Should develop great and profitable property. EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

Profitable Tea and Coffee Publicity.

If you've anything to sell to the tea and coffee trade it will pay you to investigate the merits of

The Tea and Coffee Trade Journal

the recognized and exclusive organ of the tea, coffee, spice and fine grocery trade. Why?

Because—It is not a "house organ."

Because—It is not merely local in its circulation, as is the case with most of the grocery papers.

Because—It has the largest list of paid subscribers and reaches all the financially responsible buyers throughout the United States and Canada.

Because—It is the only paper in the tea, coffee and grocery trade willing to make its paid subscription list a clause in its advertising contracts.

Write for rate card.

THE TEA AND COFFEE TRADE JOURNAL

"The Blue Book of the Trade."

91-93 Wall Street, New York.

The BILLBOARD A Weekly Journal..

Devoted to THEATRICAL, MUSICAL, CIRCUS, MINSTREL, VAUDEVILLE, BURLESQUE and Kindred Interests.

Circulation Unsurpassed in Point of Quality. Rate, 15c. per line, flat. :: Last form closes Mondays, 6 p. m.

NEW YORK: Suite 8, 1440 Broadway; Phone 2466 38th St.
CINCINNATI, 416 418 Elm St., Phone Main 203 R. **SAN FRANCISCO,** 37 Phelan Building, 806 Market St. **CHICAGO,** Suite 61, 87 S. Clark St., Phone Central 5954.
LONDON, Cor. Lisle St., Leicester Sq., Phone Garrard 4194.

ADVERTISING
STRENGTH.

**SEATTLE,
WASHINGTON,
POST-INTELLIGENCER,**

largest and best circulation in the city of
Seattle, and within a radius of 200 miles, has
more circulation than any other newspaper published
in the State.

The readers of these papers
receive **(and spend)**
the highest wages
paid in the
United States.

SALT LAKE CITY, UTAH, HERALD.

The popular newspaper of Utah. It is subscribed for and read by
all classes; every advertiser in Salt Lake City uses it, and every foreign
advertiser **must** use it to profitably cover its field.

ANACONDA, MONTANA, STANDARD.

The unique situation this paper holds in Montana, makes it of the
first importance to the advertiser. It not only sells more copies in Butte
and Anaconda than any paper published in those cities, but it puts more
copies in every town in the State than any other paper.

WM. J. MORTON, Special Representative,
150 Nassau Street, New York.

87 Washington Street, Chicago.

"NOT HOT AIR"

*Inks arrived in good shape, and the
different shades we have already used
are very satisfactory. Without giving
you any "hot air" your inks are cer-
tainly all right.*—Times, Virginia City, Montana.

THIS is the time of the year when new resolutions are being
made and the printers of the country who have not sent
for my new sample book are missing something which means
many dollars to them on their yearly purchases of inks. The
book contains one hundred and twenty-five specimens of my
best selling inks, and all I ask is a comparison of same with
those issued by my competitors. My prices are strictly net
cash in advance; and one printer cannot buy cheaper than an-
other simply because he is glib with tongue or pen, or because
he is possessed with more worldly goods than his neighbor.
Money back when goods are not found satisfactory.

Address

PRINTERS INK JONSON
17 SPRUCE STREET, NEW YORK

DON'T WAIT

(WITH APOLOGIES TO MR. ROWELL)

AYER & SON'S AMERICAN NEWSPAPER ANNUAL

FOR 1906 IS NOW READY

THIS publication keeps even pace with the years. The people who use new time tables or new street directories in preference to old ones, get this work and have the advantage of it the whole year.

Since July, the 1905 edition has been out of print and orders have been regretfully returned. *Buy your copy now.*

It is, and of right ought to be, the most widely circulated work of its kind; complete, concise, convenient, and circulations in plain figures for people who haven't time to wrestle with a key. *Order now.*

The Annual will be sent anywhere, carriage prepaid, on receipt of \$5.00. A descriptive circular first, if you wish it, but you'd better order now.

N. W. AYER & SON
PHILADELPHIA

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

Editor Business Management Dept:

To get right down to business:

Do you think it would be a good thing to advertise 10 per cent off for cash in the newspapers?

All the other credit stores advertise the fact that on account of their buying goods for twenty-five or fifty stores they can sell cheaper than any credit store and at the same price as all cash stores.

Now, people know that they lie when they say that.

Would it draw or keep away trade by telling them the truth?

That is—that we will give 10 per cent off for cash?

I should certainly offer 10 per cent off for cash and advertise it, but I should see that my credit prices were as low as those of any other credit store, for that would put it very much up to those credit stores who advertise credit at cash prices and call for some sort of a "show down," to use a gambling term. It would make it particularly uncomfortable for them if you were to get some of the same goods they handle, mark them with your competitors' regular credit price and with your 10 per cent off cash price, too. This might provoke some sort of retaliation, perhaps the duplication of some of your goods at cut prices in the other stores; but if you want to carry the point to an issue, demonstrate that the "credit at cash prices" statement is a lie, and get the most out of it for yourself, you want to give them a few hard "wallops" of this variety in such rapid succession as to give them no chance to wake up and do something till it is all over, so to speak, and then if they come back at you in the same way, they will simply appear as weak imitations. I think credit advertising and credit selling strictly on the level could be made to pay much better than the kind of credit advertising and credit selling now done by the majority of the credit stores. I think en-

tirely frank, truthful methods would not only attract the better class of those who buy regularly on credit, but would create perhaps a new and still better class of business among those who would appreciate the accommodation of installment payments, but are prejudiced by credit advertising which strains the credulity even of children and fools. I think if I were doing a credit business, I should step right out into the open and put up a line of arguments showing the fallacy of credit at cash prices. I should state the reasons why such a proposition is practically impossible—call attention to the greater expense of doing a credit business—and finally say that no matter what anybody says credit does not and cannot buy as cheaply as cash. Then I should say "Equal values are not to be had elsewhere on credit for less than my credit prices—this I guarantee with 'money back'—and there's ten cents off from every dollar of the credit price to those who pay cash." This, I believe, consistently carried out, would not only bring a better class of credit customers, but would command more or less cash trade not now to be had. Even on a straight credit business it would be desirable to increase the first payment, thus shortening the time for the final payment and somewhat decreasing the risk of loss, to say nothing of placing more ready money at your command. Though I have never known it to be tried, I have often wondered why it would not pay to offer 5 per cent or even 10 per cent off on all cash paid at time of purchase. With these several methods in use, the cash customer could buy at the cash price, the credit customer would pay a fair rate for accommodation, and the part cash, part credit purchaser would be done

full justice. Each would be getting something approximating a square deal and none would buy under a misapprehension as to the relative purchasing power of cash and credit. A 10 per cent discount for cash instead of driving people away may easily attract a certain element of cash buyers who like to feel that they are getting something off for ready money, and they too will buy with a clear understanding of the conditions.

* * *

"The Butler Way Retail Advertiser" is a decidedly clever scheme to keep the merchandise of Butler Bros., of New York, Chicago and St. Louis before customers and possible customers. I take it to be a monthly publication, though there is nothing in the copy before me to indicate the frequency of issue. This particular number has 32 pages, each 8x11, and is filled with suggestions for January sales, including window arrangement and specimen advertisements, all of course based on Butler Bros.' merchandise. The following good advice appears on the front cover:

THE JANUARY CAMPAIGN.

For January—here's what to do.

How many times have you resolved that not again should January leave you no better—perhaps worse off—than it had found you?

How many times has that good resolution gone unkept for lack of knowing just what steps to take?

In this booklet we tell in detail how to keep your store from being dull in January.

And our January catalogue presents the very things you need for the resultful doing here described.

The booklet and our January catalogue together then supply your every outside need for a busy January.

If you haven't the catalogue, a copy is yours for the asking.

The energy you have—of course.

Here's what to do—now do—this January.

And this liberal offer is found just inside:

RETAILERS' AD BUREAU.

For customers of all our houses—at our Central Advertising Department, Chicago—we will prepare copy for newspaper advertisements, handbills, booklets, mailing cards, form letters, etc., suggest plans, sale topics and

treatment, furnish specimens of retail advertising criticise copy and printed matter and generally be of every possible help in making the advertising of our customers more effective and therefore less expensive.

This service is free—except, of course, when it is something for the special benefit of one customer only, the doing of which will demand an undue share of the Bureau's time and attention. But in no event shall we charge more than barely sufficient to cover actual cost of the particular service.

We will also get cuts made and, if desired, have the actual printing done. Bear in mind, though, that to quote a price the printer must have a fairly clear idea of what is wanted. In your first letter give full details concerning the desired printed matter—quantity, size, cuts to be used, number and length of descriptions and introductions, etc., etc.

Remember, too, that the city printer cannot be cheaper than the country printer unless the quantity is big enough for him to afford the duplicate plates required to operate his largest and swiftest presses. The cost of small lots of printed matter is almost entirely the expense of the type-setting, and on the average the city compositor gets perhaps double the pay of the country compositor. Besides, the local printer who also publishes a weekly or daily paper can be useful to you in so many ways that it is worth while to cultivate his good will.

That the advertising matter we prepare may "sound like you," send samples of the advertising matter you have used and tell us whether you live in an agricultural, manufacturing, or mining town, how large it is, the kind of store you run, how much stock you carry, in what ways and to what amount you advertise, etc., etc.

Address all orders for, and all correspondence relating to retail advertising as follows—Retailers' Ad Bureau, care Butler Brothers, Chicago.

And, since this Retailers' Ad Bureau is not conducted for profit, customers of our New York and St. Louis houses will please send cash in full with their orders. To open a second account here in Chicago, merely for this advertising service, would be an unnecessary addition to its cost and, as stated, the purpose of the Bureau is to help customers in every possible way to make their advertising more effective and therefore less expensive.

As a present or as a not-yet customer of ours, you are cordially invited to utilize our Retailers' Ad Bureau, care Butler Brothers, Chicago.

On another page is given a list of special booklets on different merchandising subjects, which are sent free to merchants. Taken altogether, it is an excellent ex-

ample of how the wholesaler may boost himself a great deal by boosting the retailer a little—a thing which more and more of them are doing all the time.

* * *

In the ad reproduced herewith, from the Atlanta (Ga.) *Journal*, is a mighty good scheme to get some good advertising material and at the same time, to introduce the telephone into five new homes. All it costs the company is the installation of five 'phones and the service for a year; then the investment begins to pay a direct return, for it is very unlikely that even one family out of the five will be willing to give up the 'phone after a year's enjoyment of its many conveniences, but will continue its service at the regular rental. Incidentally it focuses the attention of every contestant and his or her friends upon the telephone, leads them to consider its advantages and reminds them the more they think about it, how necessary it is to the business and social life of to-day:

FIVE TELEPHONES FREE.

We will install a telephone connected by direct line with our exchange, and furnish unlimited residence telephone service, free for one year, to the five persons residing within the limits of our Atlanta exchange, who sends us, in writing, on or before January 1, 1906, the best reasons why a Bell telephone should be in every residence.

This contest is open to everybody except employees of the company.

Reasons must be written on one side of the paper only and must be limited to 100 words.

A person may enter as many reasons as he chooses.

The contest will be decided by a committee of disinterested business men of Atlanta.

Address "Best Reasons Contest," Traffic Department, Southern Bell Telephone Co., Atlanta, Ga.

It is astonishing sometimes how a small lot of low-priced articles scattered among old stock will brighten up the whole display and help to sell the old goods, if they're marked right. Take neckties, for instance. I have often taken two dozen or so and distributed them around in a case with several hundreds that had been on display for some time, and

the effect has been to brighten and freshen them all. I know that in some cases I have sold a customer the very tie that he refused a day or two before, just because it looked different in the company of newer ones. Even in dull seasons I believe it pays to buy small lots of new goods just to help sell the old ones.

* * *

Speaking of ties reminds me of collars and what a lot of men's furnishers wrap up soiled ones and earn the lasting displeasure of a customer, rather than send a batch to the laundry now and then and have them "done up" with a domestic finish. Same with shirts. And, speaking of shirts, I have often wondered whether it is strictly on the level to take a 75-cent "unlaundered," send it to the laundry, and when it comes back put it in the "\$1.00-laundered" box. I don't believe that's quite a square deal or that it pays. Suppose, for instance, that the same customer compares the 75-cent "unlaundered" with the \$1.00 "laundered"? Will it be easy to explain away that extra profit of ten or twelve cents, by saying that that only pays for the trouble? Well, hardly. And, in many cases, there will be no chance to explain. But, I suppose, shirts will get in the wrong box sometimes while the proprietor is busy putting \$1.00 tags on ties that cost \$6.00 a dozen, because he thinks they'll stand it while they're new, and he can sell a few at that price before he has his cut-price sale of "Dollar neckwear at 69c." But it's these little things that send people up on the next block, who used to run in and lay down a few dollars every week or so, for there is most always somebody around who will be satisfied with a legitimate profit. That old argument that a thing is worth all the buyer will pay for it is filled with large, square holes when you apply it to every-day merchandising, where the merchant cannot depend upon a transient trade—and that's most everywhere.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

WILLIAM M. CRANE COMPANY
Makers of
Gas Appliances and Gray Iron Castings.
Main Office, 1131 and 1133 Broadway.
NEW YORK.

Editor Ready Made Department:

Thinking possibly that you might feel interested in some of my humble efforts, I am sending herewith several ads which I have been using both in the dailies and on the back of the gas bills in Troy, N. Y., for our Troy store. I should be very much interested in any comment you would care to make.

The object of these advertisements is not so much to tell of the features of the Vulcan Range as to tell of the advantages of gas fuel. I mention this for the reason that if we were trying to sell Vulcan Ranges against an opposite Range my copy would not tell enough of this Range, but the position in Troy is such that we give more attention to exploiting gas fuel.

Very truly yours,

JOHN M. BROCK,
Ad Mgr. for W. M. Crane Co.

The back of a gas bill ought to be an excellent place for a gas range ad, because it is sure to reach all those who use gas for illuminating purposes, and they would naturally adopt gas as a fuel more readily than those who do not use gas at all. This gives opportunity for twelve good, strong ads within a year, each adapted to the season by bringing out the objections to coal and the advantages of gas most in evidence at that particular time; and, as gas bills are all the more likely to be saved and occasionally referred to after they have become receipts, the ads will have a more or less permanent character. In fact, in those cases where the gas company itself is not a regular dealer in ranges, the regular dealer can well afford to furnish the blank bills for the privilege of placing his ad on the back, and perhaps pay something in addition to that, for this should certainly represent a high quality of circulation, nearly every reader being a possible customer. You might try a long time and fail to produce better ads for this pur-

pose than those submitted by Mr. Brock, and unless you are pretty sure you can beat them you'd better save your time by "swiping" his bodily, making a change here and there to meet your own particular needs. You might start with this one and take the others up later as they appear in this department:

THE VULCAN GAS RANGE

On Sweeping Day.

Sweeping day is rather a busy one for the average housewife. Everything needs cleaning. Usually get along with a cold dinner on that day as you don't have time enough to prepare a warm one. Have you ever figured how much of this cleaning, sweeping and dusting is due to the old coal stove?

A Vulcan Gas Range makes no ashes, smoke or dirt, and is always ready. No need to get along with a cold dinner.

Gas Ranges, \$12.00 and upwards. No charge for connecting. Liberal installment terms if desired.

GAS APPLIANCE CO.

Rand's Opera House, Troy, N. Y.

I should say that the gas range has a standing quarrel with the oil or gasoline stove, and that its greater convenience and safety should be made a strong feature in such a series of ads.

A Savings Bank Ad from the American Israelite, Cincinnati, Ohio.

The person who commences the week with the knowledge that the past week's salary is gone, and with a mortgage on the coming one, has little incentive to work, and as a rule, does not give value received to his employer. On the other hand, it is a safe statement to make, the man who has a snug savings account with this company, and is adding to it constantly, finds enjoyment in his work and is a valued employee. The moral in plain: Open a savings account with this company. The 3 per cent compound interest which we pay will assist the growth of the fund.

THE UNION SAVINGS, BANK AND TRUST CO.,

Capital, \$500,000.00. Surplus \$1,500,000.00.

Northwest Corner Fourth and Walnut Streets.
Cincinnati, Ohio,

THE SOUTH BEND "TRIBUNE."

SOUTH BEND, Ind.

Editor Ready Made Department:

We enclose several ads prepared by our advertising department for a local furniture firm and would appreciate a few words of criticism in your valuable department Yours very truly,

TRIBUNE PRINTING CO.

These ads are striking, first of all, because they occupy liberal space—ten or eleven inches by four columns—then because they are well illustrated, and finally because there is an inch or more of daylight between border and type, all around. With each cut is a brief description and a price, and, aside from the use of too many kinds of type in one or two of them, their general appearance is very attractive. There is just one point in the ad reproduced below that I wish particularly to emphasize, and that is the advertising by the dealer of articles which are exploited in general mediums by the manufacturer. In this particular case the dealer, with a cut and a few lines of type, turns to his own profit the magazine advertising of the Foster Crib people. Right there, at Hobbs', in South Bend, is the crib that Mrs. Newma has seen advertised in her favorite magazine and wished for. She can go and see it before buying, hasn't got to write a letter or buy from a circular, and, better yet, she can save the freight. And that's about what she will do:

"EVERY-DAY" FURNITURE

The Good, Substantial, Practical Sort, full of Strength and Wear.

You won't be cross before breakfast if you have a nice, roomy Kitchen Cabinet with everything handy. Convenient spice and utensil drawers; removable bread and meat boards; divided flour bin with roller bearings. We have a large variety, all prices. This one, \$12.

Here's just the kind of a Rocker you will like to drop into for a good, long rest. This Rocker is built of beautifully flaked quarter-sawed oak, finished golden and highly polished. It is of large dimensions, high back and very comfortable. Upholstered in roan skin, olive leather or tapestry. Good springs. Price, \$10.75.

FOSTER'S IDEAL CRIB.
(Accident Proof.)

This crib is known everywhere.

You've seen it advertised in all the leading journals. Baby can't get out or stick its head through. No sharp edges to hurt the baby, and the child cannot fall out. High, sliding sides, easily adjusted; small space between the spindles, enameled white. We save you the freight and put it in your house for the magazine price, \$10.00.

HOBBS' FURNITURE STORE.

Cor. Michigan and Wayne Streets,
South Bend, Ind.

If You Think They Don't Know "How To Do It" in Hawaii, Read This One From the Hawaiian Star, Published at Honolulu, and Change Your Mind.

Gastronomy

The science of good eating and good living begins with the use of Gas—it's as essential as good flour for good bread.

The Gas system is the science of cooking well with no useless expenditure of energy. A poor range makes a poor cook; a Gas Range makes even a poor cook a mistress of the art.

HONOLULU GAS CO.,

Limited,
Office: Alexander Young
Building,
Honolulu, Hawaii.

Just the Plain, Business-Like, Business-Bringing Sort That's None Too Common. From the Des Moines (Ia.) Daily News.

Double-Breasted
Norfolks with
Knickerbocker
Trousers

Are strictly "it" for boys of from 8 to 17 years of age—and this great boy's department of ours is prepared with a great line of them—plenty of the regular double breasted suits too—plain colors and fancies—whatever you want for your boy's wear this Johnson store is right—Norfolk Suits at \$3.90, \$4.40, \$5, \$6, and \$7.50 Double Breasted Suits at \$2.40 to \$10.

D. M. JOHNSON & SON,

Golden Rule Clothiers,

507-509 Walnut St.,

Des Moines, Iowa.

ELKAN J. CAHN.

Mail-Order Advertising,

229 West 120th Street, New York.

Editor Ready Made Department:

I am enclosing herewith three of a series of ads, which I consider exceedingly good. Kindly give me your opinion of them, and oblige,

Yours very truly,

ELKAN J. CAHN.

The ads submitted are just good ordinary copy of a kind to be found in almost any daily paper. They deal principally in generalities and broad claims as to fine materials and skilled tailoring, covering the stock in general rather than taking a particular coat and going into details as to material, making, lining, etc., which I believe would be better advertising. Prices are printed, but prices have no particular significance without a more definite idea of what they will buy. And the real "talking point," that of low prices made possible by low rent, is not given the prominence that it deserves. As a matter of fact, a lower rent is seldom enough lower to make any great difference in the price of a single garment, even if the saving is given to the customer in a lower price. The low rent argument is a very plausible one, however, and if used at all, should be given some display, either as a line in display type, or in the form of a standing catch phrase at the top or bottom of the ad. "Out of the high-price district," "Lower rent means lower prices," "What we save in rent, you save on clothing" and "Off Main street means something off from Main street prices," are some of the phrases popular with merchants who use the low rent argument. Here is one of the ads, none of which bears anything to indicate from what paper it was clipped or where the advertiser is located:

SURTOUTS AND PALETOTS, \$25.

Our Overcoats are absolutely correct and much more attractive values at the prices we ask than it is possible to

obtain in the high-rent stores—the best thought, the best talent and the most advanced skill the tailoring craft of this country affords are represented in the Overcoat lines we are showing.

Long Overcoat—cut with full, loose backs, in black and Oxford vicunas and Kerseys, strictly hand-tailored. You pay high-rent stores \$18 and \$20 for coats no better; our price, \$15.

MUHS BROS.

A Savings Bank Ad That Sets One to Wondering as to the Whereabouts of Last Summer's Salary. From the Indianapolis (Ind.) News.

The rapid approach of winter, with its numerous demands upon your purse for the needs of the season, should remind you of "the winter" of your own life, which come upon us all too rapidly. If you would enjoy this period to its fullest, provide for it now while able to do so. Open a savings account with this strong company; add to it persistently, and when compelled to retire from life's activities, you will be independent. We will help you save. Start now, to-day.

THE INDIANA TRUST COMPANY,

Indianapolis, Ind.

Capital, \$1,000,000. Surplus, \$300,000.

It's Not Too Late for One Like This.

We Wish You A Very Happy New Year.

And here's a suggestion for a New Year's resolution.

If you are not a customer at the Sign of the Diamond Coal Yard, turn over a new leaf and join the throng of Upson buyers.

There's every reason why you should.

We have the most complete equipment, the most efficient service, and the most agreeable methods of selling.

Start now by ordering your first needed lot of coal from the Sign of the Diamond.

It will mean a year of coal satisfaction for you.

W. H. UPSON,

The Dependable Coal Yard—

By the Big Bridge.

Lockport, N. Y.

Just the Fact That He Has Gumption Enough to Advertise a Line So Little Advertised, Will Make the Blacksmith Advertiser Conspicuous in the Public Eye. This One's from the Washington (N. J.) Star.

If You Want Satisfaction

—that is, if you want the feet of your horse so cared for that they will give you the best of service and have the period of usefulness prolonged, have them shod by a man who has made a life-time study of the anatomy of the horse and does shoeing on scientific principles. Such a man is

I. T. BELL,
The Broad St. Blacksmith,
Washington, N. J.

The Washington, N. J., Star Carries a Pretty Long, Strong Line of Good Retail Advertising for a Town of that Size, and Most of the Ads Have a "You and I" Tone and a Ring of Sincerity that Go Far Toward Making Sales.

Before Buying More Shoes

Kindly call and see what I have to offer. I am confident it will prove to your advantage as well as mine. Many years' experience in making shoes and handling leather in this country and Europe has taught me to judge shoe values pretty accurately. My extensive repair work meets all my expenses, consequently I am satisfied with a very small margin on shoe sales. My line is not large but is up-to-date.

HARRY DAVIS,
New Location:
46 E. Washington, Ave.
Washington, N. J.

One from a Strong Series for Tea that is Not Strong.

How Red Rose Tea Is Grown

Tea is a native plant of Northern India. Transplanted to Ceylon it lost much of its strength and richness, but gained in fragrance and delicacy.

That is why Ceylon tea is not a strong tea.

That is why I blend Indian and Ceylon teas together—that is how the strength and richness, fragrance and delicacy of Red Rose Tea are secured—that is why Red Rose Tea has that "rich, fruity flavor."

Red Rose Tea is good Tea.

T. H. ESTABROOKS,
St. John, N. B.,
Toronto, Winnipeg.

This One from the Memphis, Tenn., Commercial Appeal is Good, but it Misses a Point or Two—the Fact that Soot Increases the Fire Risk and that it Costs Money to Have it Removed.

Chimneys Lined With Your Money

Don't believe it, do you? But just as a matter of fact it is a fact. When you burn good coal in an ordinary grate you waste nearly one-half of the heat value of your coal. Part of this waste adheres to the chimney in the form of soot. This soot costs you money and a whole lot of money at that. By changing your system of heating and employing a Radiant Home Air Blast Heater you will be able to heat your house more comfortably, more effectively, more economically, and with less trouble than you have ever been able to do by the grate system. Drop in and see it.

ORGILL BROS & CO.,
Retail Department,
Monroe and Front Sts.,
Memphis, Tenn.

One of a Series of Telephone Ads Very Much Out of the Rut. From the Montgomery, Ala., Advertiser.

Unusual Uses of the Telephone in Politics.

In many country districts the telephone has worked changes in political methods. In some counties in Missouri where the farmers have organized telephone companies the cost of the service is low. As a result the political machine which for years dominated the State has been unable to call snap primaries through county committees it controlled or to make headway by the usual sharp practices.

Whenever the orators begin a campaign in any county the farmers get busy at their telephones. They call township meetings and adopt their own resolutions, and in a few days have the county as well organized as in former years the politicians had it organized for a general election.

Call Main 300, Contract Dep't.,
SOUTHERN BELL TELEPHONE AND TELEGRAPH CO.,
Montgomery, Ala.

Three Hundred Dollars Award.

One Hundred and Twenty-five Dollars Award.

Seventy-five Dollars Award.

The above three cash prizes will be paid for the best advertisement or article on Rowell's American Newspaper Directory—now undergoing its thirty-eight annual revision. The competition opens on January 24, 1906, and closes not later than December 15 of the same year. Adwriters, editors, publishers, newspaper men and all persons interested in advertising are invited to participate in the contest. To those who signify a willingness to do so, printed matter will be mailed on application, free of charge, that is calculated to assist them to collect facts which are deemed valuable to be brought out in the advertisements or articles which are to be prepared. To those who are not familiar with the book itself a copy of the 1905 issue of the Directory will be sold at a discount from the regular price, \$10, upon written declaration that the book is desired for the express purpose to participate in the above prize competition. There is, however, absolutely no obligation to buy a book.

CONDITIONS OF THE CONTEST:

FIRST.

Any adsmith, anywhere, is at liberty to prepare such an advertisement of Rowell's American Newspaper Directory as he believes calculated to influence the sales of copies of that work.

SECOND.

The advertisement, or article, so prepared, must be

inserted once in any newspaper or periodical occupying space worth at schedule rates at least five dollars.

THIRD.

The adsmith shall then send by letter mail a copy of the advertisement cut from the paper, in a sealed envelope, addressed to the editor of PRINTER' INK. He shall also send to the same address a perfect copy of the paper, with the advertisement marked.

FOURTH.

Upon receipt of these, the editor of PRINTERS' INK will cause a coupon good for one year's paid-in-advance subscription to PRINTERS' INK to be sent to the adsmith at his address given in the letter, as a part consideration for his effort.

FIFTH.

Once each week the advertisements so received will be compared, and the one deemed best of all received during the week will be reproduced in PRINTERS' INK, giving name and address of the constructor and name and date of the paper in which it had insertion, and to the constructor of the advertisement chosen as best each week a copy of Rowell's American Newspaper Directory for 1905 will be sent, carriage paid, as a further mark of recognition.

SIXTH.

At a date when it is deemed that the competition has progressed far enough, and not later than December 15, 1906, the competition will be closed. A total revision of all advertisements will then be made, and out of all received the three best will be chosen, and cash prizes awarded as follows: \$300 for the first one in merit, \$125 for the second one in merit, and \$75 for the third one in merit. This competition is open to all comers and one may submit as many advertisements as desired, provided they are treated as stated in article two of this contest. The same writer may win one or all three of the cash prizes.

SEVENTH.

Checks for these amounts will be mailed to the successful contestants before Christmas Day, 1906, and their prize advertisements will be reproduced in PRINTERS' INK, together with half-tone portraits of the writers.

Address all communications to

Editor of PRINTERS' INK,

10 Spruce Street,

New York.

READY NEXT WEEK.

Forty Years An Advertising Agent.

By George P. Rowell.

About 550 pages, 5 x 8, set in long primer, with numerous half-tone portraits of men whose life calling has been advertising. Cloth and gold.

Price \$2.00 per copy, sent carriage paid to any address upon receipt of amount. Five dollars sent at one time will buy three copies.

A simple narrative throughout, but quite fascinating, to the journalist especially. Mr. Rowell has the art of telling things that interest and telling them effectively and succinctly. For the general advertiser the reminiscences contain a lot of shrewd thought that it would be prudent to imbibe.—*Daily Whig, Kingston, Ontario, Dec. 14, 1905.*

No man in America is more competent to write on the subject, and no one has ever attempted so complete a history of the science and practice of advertising as this series of papers contains. He tells the story, in detail, of advertising campaigns that proved gigantic successes and of others that proved gigantic failures. He tells also of the process by which great businesses were built up and the part which advertising played in their development. A very valuable book to everyone who is interested in or who wants to learn anything about advertising—the great business motive power of the present age.—*Journal, Pensacola, Fla., Dec. 19, '05.*

If that veteran of advertising had not accomplished a great deal else worth while, his life had not been spent in vain to have written such a delightful story as he has done. There is enough of human interest to appeal to any reader.—*Lake Shore News, Wolcott, N. Y., Dec. 14, 1905.*

Mr. Rowell, the author, has set forth in a practical way the wonderful development of that great intangible pulling power, "advertising." In simple, yet beautiful language, he, in these reminiscences, relates a story that is full of interest.—*Eagle Star, Marinette, Wis., Dec. 13, 1905.*

Mr. Rowell has done more than any one else to elevate the advertising business into a profession and to educate the public as to the importance of publicity to business success. The book is the garnered experience and observation of forty years of one of the most active, observant and intelligent business men of this age, whose success has

vindicated his methods.—*Index-Appeal, Petersburg, Va., Dec. 13, 1905.*

Is a book not only replete with interest and instruction, but one which will very positively gain in value as years go by. No presentation so truthful, authoritative and competent has yet been made of the business side of American newspapers. Mr. Rowell has written himself and his peculiar personality into the book in a way which is rare even for those to whom authorship is a special vocation. As a history of American journalism, or, rather, of the evolution of American newspapers during the last half of the nineteenth century, Mr. Rowell's "Forty Years" will take at once an unquestioned place as an honest and accurate narrative and as an unimpeachable authority.—*Standard-Union, Brooklyn, N. Y., Dec. 17, 1905.*

Mr. Rowell's reminiscences are rich, racy, instructive and much more readable than the average novel. We feel sure that few men of whatever avoirdupois have more human nature to the square inch. It is the frankest autobiography we have read in forty years; he takes his readers into his confidence, tells the story of his life, and compliments or criticises hundreds of men with whom he has dealt as freely as though he were talking to a bosom friend. The work is free from vanity and affectation, and every old newspaper man who gets hold of it will read it from cover to cover with avidity.—*Daily Press, Troy, N. Y., Dec. 20, 1905.*

A book that is thoroughly enjoyable from cover to cover. It should be read, not only by all who have anything to do with advertising, but by all who have use for a knowledge of human nature in their daily business. Mr. Rowell writes with an unusual and refreshing frankness.—*Sun (Charles Lawter), Spring Valley, Wis., Dec. 14, 1905.*

How this story appeals to all who earn their living by printers' ink.—*Evening Echo, Alpena, Mich., Dec. 19, 1905.*

A series of very entertaining papers upon the evolution of advertising, accompanied with many personal reminiscences. It will be a volume that will be eagerly read and preserved for reference. For nearly half a century Mr. Rowell has been in close touch with

advertisers, and the story of his experiences is full of wit and wisdom.—*Calendar, St. Johnsbury, Vt., Dec. 27, 1905.*

One of the most useful as well as interesting volumes ever published. The work is unique in that it is the only one of its kind.—*Sun, Williamsport, Pa., Dec. 13, 1905.*

It relates not only to advertising on its human side—stories of the rise and fall of great enterprises and of the men back of them, racily told in a vein of mellow humor—but also many incidents concerning personages of wide renown. Mr. Rowell has had a wide acquaintance with men of note in all walks of life, and he tells his stories most admirably.—*Telegram, Reading, Pa., Dec. 18, 1905.*

Written in a plain and simple but most readable style. Mr. Rowell often-times strays from his main topic and treats the reader to an interesting bit of personal reminiscence which will make the book sought for by many for other reasons than simply its value to advertisers.—*Press, Bristol, Conn., Dec. 21, 1905.*

The style is decidedly interesting and many of the experiences related are both instructive and refreshing.—*Republican, Seymour, Ind., Dec. 23, 1905.*

The articles have attracted wide attention, and most favorable comment. The editor of this paper has found them intensely interesting reading, forming as they do an epitome of the industrial history of this country. Mr. Rowell's minute study of the qualities of business success and failure in his narrative of individual experiences, in this book, makes it valuable to men in any line of business.—*News, Morgantown, W. Va., Dec. 20, 1905.*

No other man has had such a long, varied and valuable experience in this great work of publicity.—*Enterprise, Alma, Kansas, Dec. 22, 1905.*

There is much of profit as well as of interest and entertainment in the pages of the book, for its author was signally successful in business and has a style of telling about business and other things that is as instructive as it is delightful.—*Sun, Red Oak, Iowa, Dec. 22, 1905.*

Each article is a gem in itself and collected together they form a book that one interested in advertising in any way cannot afford to be without, as it gives an insight into the history and development of advertising that is educational besides interesting as any novel. A country newspaper man can learn things about the way of an advertising agent that will be profit to his pocket.—*Democrat, Madisonville, Tenn., Dec. 21, 1905.*

It is refreshing to find a book from the pen of a man who knows how to write and has been walking with his eyes open. The year has produced no

more real or readable book.—*Christian Worker, Pittsburg, Pa., Dec. 29, 1905.*

I have some friends whom I want should read the book. The story is entertainingly told in a way peculiar to Mr. Rowell. He blends the grandeur of riches and poverty most beautifully. It's written in the unique way which is characteristic of him. No great man wants to be forgot, hence the excuse for the book. Surely Mr. Rowell must be acknowledged as such, and his book will be of historic value years after he is gone.—*Oxford Co. Advertiser, Norway, Me., Dec. 29, 1905.*

Every business man, whether he advertises or not, should have a copy. The way the chapters set forth the science of advertising is refreshing and invigorating. No publication in the world devoted to the science of advertising has ever published 52 chapters half as profitable to the advertiser and business man. The beginner in the field of advertising could get a practical education along that particular line by carefully reading the pages of Mr. Rowell's book. The pages show plainly to the young man starting out in life to elbow against those who have achieved fortune and fame how hard one has to work, what sacrifices one has to make, how one has to slave and keep everlastingly at it to make success. For nearly half a century Mr. Rowell has been the most striking personality in the advertising business in the world. Every newspaper man in the land knows more or less of him, and during these many years he was in the advertising business an order from him was considered as good as the cash in hand.—*Mail and Express, Red Bank, N. J., Dec. 15, 1905.*

The story has aroused much interest among newspaper men and it will prove well worth reading to any one who is at all interested in advertising, that new science which is absorbing money and brain work in a more fast increasing proportion than any other subject before the business men of America.—*Daily Herald, Everett, Wash., Dec. 20, 1905.*

The most interesting series of reminiscences possible to an active and hard working participant in the scenes he so graphically describes. They will have a host of readers who will enjoy the perusal of this contribution to the history of American journalism, and will be found full of practical experience to the many workers in the vineyard of advertising, and bring valuable suggestions to all of us.—*Hardware, New York City, Dec. 25, 1905.*

Mr. Rowell has seen the advertising business of the United States grow from a very modest sum annually in 1860 to the vast millions of the present time. He has seen fortunes made and lost through advertising expenditures and his experience ought to be interesting.—*Tribune, Greeley, Colo., Dec. 21, 1905.*

Thousands of readers have been charmed with these papers. It is safe to say that comparatively few men identified with the advertising or publishing business will feel like denying themselves the ownership of the volume. Anyone who considers advertising a dry subject will find Mr. Rowell's reminiscences a splendid corrective. They are written in a style that immediately places the reader, total stranger though he may be, on the footing of a personal acquaintance. Few paragraphs flow without flashes of quiet humor or shrewd comment; moreover, the pages are well packed with business common sense.—*Weekly Live Stock Report, Chicago, Ill., Dec. 22, 1905.*

A perusal of the manuscript convinces us of the great importance of this book. No man living or dead was more competent to lay the basis for such a production. To those who advertise or who ever hope to have anything to properly advertise this great book will be inestimable as a guide, a teacher, an instructor.—*People's Recorder, Orangeburg, S. C., Dec. 23, 1905.*

Mr. Rowell is perhaps the best known of all advertising agents, and his Forty Years papers are not only crammed with the history of modern advertising, but they are also "mighty interestin' readin'." The impress of his personality, his dry wit, and his knowledge of human nature is upon them all. It will be one of the sources to which the future historian must go for the record of advertising since the war. But it will be vastly more and better than a reference book as a revelation of forceful and captivating personality.—*Epworth Herald, Chicago, Ill., Dec. 30, 1905.*

In these papers Mr. Rowell goes back to the early days of advertising agencies and narrates the history of his early struggles and later victories in such a bright and entertaining way that from all parts of the country came earnest demands that the articles be published in book form. Nothing that has been published in many years has proved so interesting to advertisers and publishers. The book is so thoroughly indexed as to render every name and subject instantly accessible, making it a work of reference as well as an engaging narrative of a successful life.—*Gazette, Le Roy, N. Y., Dec. 27, 1905.*

Mr. Rowell has for years been the best known authority in the advertising world and his influence will long be felt.—*Pathfinder, Washington, D. C., Dec. 30, 1905.*

Address with check

CHAS. J. ZINGG,

Manager Printers' Ink Publishing Company,
10 Spruce Street, New York City.
Orders may also be sent through booksellers and news companies.

The most interesting contributions to the advertising history of this country.—*Morning News, Canton, Ohio, Dec. 14, 1905.*

Replete with interest and valuable suggestions to any man who has to do with advertising. Mr. Rowell has a captivating style, and he knows his subject like the schoolboy knows the "piece" he is to "speak" at the close of school.—*Daily Advocate, Paris, Texas, Dec. 15, 1905.*

This very valuable compilation of papers has proved of great educational value to the up-to-date business man, and is likely to prove a book of reference that will be valued as years pass by. It treats of a subject no one else has made any careful attempt to deal with.—*The Eagle, Wichita, Kansas.*

He oftentimes strays from his main topic and treats the reader to an interesting bit of personal reminiscence which will make the book sought for by many for other reasons than simply its value to advertisers.—*Press, Bristol, Conn., Dec. 21, 1905.*

The most interesting book ever written on the subject of newspaper advertising. It is not written in the usual dry vein of advertising experts, but treats of the development of this great subject in a most refreshing and fascinating way. To young men in any pursuit of life it contains information and advice seldom put into type. Mr. Rowell's acquaintance with the prominent men of his day was large and his relations with them are most graphically portrayed.—*Record, Brunswick, Me., Dec. 22, 1905.*

The book deals with the subject of advertising as no other book does, partly because of Mr. Rowell's unusual service and experience in his field and partly because no one else has made any such careful attempt to deal with the subject.—*The American Tyler, Ann Arbor, Michigan, Jan. 5, 1906.*

The business of newspaper advertising, naturally, is one of the principal themes, for Mr. Rowell's whole business life has been passed at the head of one of the largest agencies in that line in the world. He covers the historical field very thoroughly.—*Brooklyn, N. Y., Eagle, Dec. 23, 1905.*

About 550 pages, 5x8, set in long primer, with numerous half-tone portraits of men whose life calling has been advertising cloth and gold.

Price \$2.00 per copy, sent carriage paid to any address upon receipt of amount. Five dollars sent at one time will buy three copies.